

RUSSO'S Marine Mart



VISIT GREATER BOSTON'S
LARGEST SHOWROOM
RUSS CRAFT OLYMPIA
ARISTO CRAFT BOATS

DURA TECH ALUMINUM BOATS

CHRIS-CRAFT KITS

MARINE CONVERSIONS

NORDBERG MARINE ENGINES

STEWART-WARNER INSTRUMENTS

Call.. MY stic 8-0050

MON. TUES. & THURS. Till 9 P.M.

Complete Line of

MARINE HARDWARE & SUPPLIES

227 Salem St., Route 60, Medford

Captain Jim's BOAT SHOP Royal & Amesbury



BOATS

Champion & Oliver Outboard Motors
Tec-Nee Boat Trailers
Complete Marine Repairs
Inboard & Diesel Engines
Outboard Motor Repairing

184 Washington St. GLOUCESTER 5956

Chris - Craft CRUISERS - RUNABOUTS - KITS - MOTORS

STEARN'S MARINE COMPANY

128 WATER ST. DANVERS

HAULING - STORAGE
COMPLETE MARINE REPAIRS
MARINE EQUIPMENT & SUPPLIES

Call DANVERS 1288

if no answer WE llesley 5-4788-R

GLOUCESTER

Boat Dealers—Continued

Russo's Marine Mart
227 Salem Medford MY stic 8-0050
(See Advertisement This Page)
STEARN'S MARINE CO
128 Water, Danvers-1288
(See Advertisement This Page)

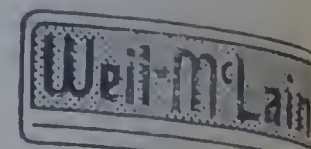
Boats—Renting

Bickford Boat Service Co
29 Rocky Neck Av. Gloucester-1020

Boilers

WEIL MC LAIN BOILERS

Balanced - Fire Travel
Wider Crown Sheet
Unhindered Circulation
Front Extension for En-
closing Burner Control
Water Heaters



Tappings - Domestic

"WHERE TO CALL"

Young Jos H Co 237 Coml. . . MA lden 2-7430

Boilers—Repairing

Burnett J F Co
21 Walnut Peabody JE fferson 2-0328
(See Advertisement This Page)

Books

MARINERS BOOKSTALL

BOOKS OF ALL PUBLISHERS
SPECIALIST IN ART AND NAUTICAL
BOOKS

CHILDREN'S BOOKS

LENDING LIBRARY

GREETING CARDS AND STATIONERY

Dock Sq Rockport-2102

Bottlers

Wilson Thomas Co 69 Broadway . . . Rockport-94

Bowling Alleys

Recreation Bowling Alleys 7 Elm. Gloucester-3141

Teletypewriter service is fast, accurate
and economical.



BOILER REPAIRS

24 HOUR
SERVICE
TEL.
PEABODY
JE fferson
2-0328

PORTABLE WELDERS &
AIR COMPRESSORS
New & Used Steam Boilers - Smoke
Stacks - Tanks - Boiler Tubes - Supplies
Boiler Compound - Boiler Retubing
Installations - General Repairing
BOILER TUBES CLEANED BY NEW
AIR MOTOR TURBINE PROCESS
• CONDENSER RETUBING •
WE GO ANYWHERE
If No Answer - Call Salem 6190

J.F. BURNETT &
21 WALNUT ST. * PEABODY

GLOUCESTER

Boxes—Mfrs

Merchant Box Co Cleveland Gloucester-4

Brick

WINCHESTER BRICK CO
East. WI nchester 6-2110

Brokers—Stock

MANN & GOULD
See Adv Investment Heading
70 Washington Salem-2844
PAINE WEBBER JACKSON & CURTIS
23 Central Av LY nn 2-2070

Brushes

Abel's Brush Center 179 Washington Salem-1542
Fuller Brush Co 38 Plsnt. SA ugus 8-1571

Builders

Day John W 444 Washington . . . Gloucester-395-M

NATIONAL HOMES

National homes, lowest
cost quality homes on
the market, eligible for
FHA or VA insured
mortgage loans. Small
down payment, low
monthly payments. Choice of many sizes and
designs, for a lifetime of pleasant living.



"WHERE TO BUY IT"

JULIAN BROS 99 Essex Av. . . Gloucester-38

Building Materials

Building Center Stores
18 Railroad Av. Rockport-3060

GLOUCESTER BUILDING SUPPLY CO INC LUMBER & BUILDING MATERIALS

Doors - Windows - Plywood - Sheetrock
Flooring - Roofing - Builders' Hdwre
Plumbing Supp.

COMPLETE LINE OF SECOND HAND
BUILDING MATERIALS

12 Cleveland Pl. Gloucester-4900

GROSSMAN'S OF NO SHORE INC

"EVERYTHING TO BUILD
WITH"

New England's Largest Lumber
& Building Materials Distributor

Budget All Purchases of \$10 or More
See Large Adv. At Lumber

2 Washington Ipswich-1060

NAUSS L B & SONS INC

Railroad Av Gloucester-195

SMITH J RAYMOND INC

LUMBER

BUILDING MATERIALS

HARDWARE - PAINT

GLASS

ROOFING MATERIALS

17 Railroad Av. (Rockport-2229)
(Rockport-2276)

Rain or shine - shop the easy way in the
Yellow Pages.

See front pages for
complete dialing instructions

Cabinetmakers 17

Building Movers

GOODWIN B F & SON INC
HEAVY MACHINERY
MOVING
WE GO ANYWHERE
ESTIMATES FREE
Call Ome Marlboro NE plan 2-0024

Building Wrecking

CENTRAL BUILDING WRECKING CO
111 B. Co. EV with 7-2700
GLOUCESTER BUILDING & WRECKING
CO 12 Cleveland Pl. Gloucester-4900

SULLIVAN BLDG WRECKING CO

USED LUMBER &
BUILDING MATERIALS

PLUMBING FIXTURES DOORS
WINDOWS PIPE ETC

63 Federal

Sewerly-385

Burlap

SHORE J & CO INC 103 Essex CH dms 2-6707

Bus Lines

Gloucester Auto Bus Co

48 Essex Av Gloucester-1575

MICHAUD BUS LINES, INC

250 Jefferson Av Salem-2207

(See Advertisement This Page)

Buses—Chartering

Gloucester Auto Bus Co

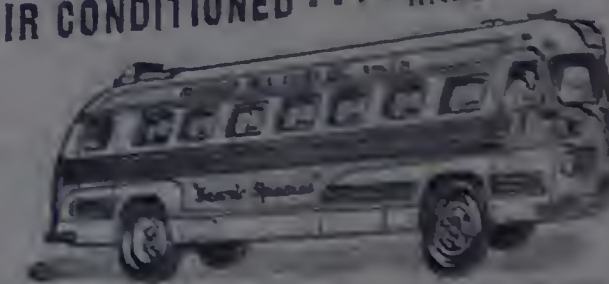
48 Bass Av - Gloucester-1575

Cabinetmakers

Titus Harold R 1172 Main . . . Rockport-3027

Looking for new customers? Advertise
where they look — in these Yellow
Pages.

NEW STREAMLINE COACHES AIR CONDITIONED . . . RADIO EQUIPPED



To any Point in 48 States - Canada & Mexico
"WHY TAKE LESS THAN THE BEST"

MICHAUD BUS LINES, INC.

J. A. MICHAUD, Pres.

250 Jefferson Ave. Call Salem 1207

Cameras

CAPE ANN CAMERA & PHOTO INC
T Wharf Rockport-3037
(See Advertisement This Page)
Glooucester-3330
Douglass Pharmacy 24 Main
GLOUCESTER CAMERA & PHOTO
81 Main Gloucester-5959

GRAY CHAS J & SONS INC

— KODAKS —
CINE - KODAKS
PHOTOGRAPHIC SUPPLIES
FILMS - DEVELOPING

129 Main Gloucester-88

Camps

Camp Annisquam Stanwoods Pt... Gloucester-2992
Camp Pinehurst 640 Essex Av... Gloucester-5623
Lincoln House Vacation Camp
Atlantic Gloucester-4151
Resnick's Camp Stanwoods Pt... Gloucester-2992
Tischoff Chas S 640 Essex Av Gloucester-547-W3

Candy Mfrs

Tuck's Candy Factory Squam Hill... Rockport-2840

Candy—Retail

Cher Ami Ice Cream Store
55 Washington Gloucester-485
Nichols Ocean Home Candies
Rust Is Gloucester-5049

Candy—Whol

Brown H C Inc 447 Main... Gloucester-2830

Cans

Eagle Can Co
356 Mystic Av Somerville PR ospect 6-4058

Canvas Covers

Harris D F & Sons Inc 26 Wharf Gloucester-190

Canvas Products

FLYGARE'S SAIL LOFT

SAILS - TENTS
AWNINGS - HAMMOCKS
And All Kinds of
CANVAS WORK

rr 373 Main Gloucester-3160

Thomas Sail & Awning Co Inc
rr45 Wharf Gloucester-3220

**GLOUCESTER
CAMERA & PHOTO**

GLOUCESTER 5959

CAMERAS - FILMS
COLOR PROCESSING AND
DEVELOPING...
Complete Rental Service
Both Still & Movie Cameras
All Types of Repairs to
CAMERAS & PROJECTORS

Call **CAPE ANN CAMERA & PHOTO Inc.**
ROCKPORT 3037
"T WHARF"



Carburetors

Poole's Carburetor Shop 87 School... Rockport-250

Carpenters

Crossett H Fred 24 Squam Rd... Rockport-250
Elwell Oscar 6 Forest... Gloucester-300
NALLY & ALVES
See Our Advertisement Under Contractors
27 Beach Rd Gloucester-440

Carpets

Carl & Glover 307 Main... Gloucester-300

Cash Registers

NATIONAL CASH REGISTERS—
NATIONAL CASH REGISTER CO
7 Market LY nn 2-60

Catering

Cameron's Restaurant 208 Main... Gloucester-240
LUFKIN THE CATERER
342 Main Gloucester-140

NICHOLS & FRENCH

Specializing in
Buffet Lunches For Weddings
Clubs - Lodges - House Parties
Banquets
Over 10 Yrs. Experience

Office 43 Essex LY nn 2-9787
If No Answer LY nn 2-0844

RILEY BROTHERS 41 Boston LY nn 3-18
Warren The Caterer Beverly Airport Beverly-805

Caulking

Golden & Crawley 29 Wharf Gloucester-120

Cemeteries

Oak Grove Cemetery 5 Grove Gloucester-120

Cesspools

MELLO SEWER CLNG SERV
CESSPOOLS & SEPTIC
TANKS PUMPED &
CLEANED
BUILT & REPAIRED
Lowest Prices
We Go Anywhere
43 Walnut Peabody JE fferson-2-1351
Res Salem-0904-4

Moses Anthony T 6 Willow Gloucester-120

Cesspools—Cleaning

Balzarini Mario E 43 Curtis Rockport-300

Chairs—Renting

HIGHLAND CHAIR SERVICE CO
425 School Lowell GL enviev 2-57

Chambers of Commerce

Chamber of Commerce 120 Main Gloucester-120
Rockport Board of Trade Dock Sq Rockport-120

Children's Apparel—Retail

Gloucester Children's Shop 138 Main Gloucester-120
Goldman's Inc 242 Main Gloucester-120
Olivia's Dress Shop 2 Dock Sq Rockport-120

See front pages for
complete dialing instructions

Chimney Builders

Morse John Riverview Gloucester-5130

Chinaware

MacLeod's Unusual Gift Shop
8a Main Rockport-3337
Sleigh Bell Shop 183 Eastern Av Essex-405

Chiropodists—Podiatrists

Powers Francis B 19 Dale Av Gloucester-319
Smith Silvester R
Street Floor
Hours 9-5 Daily-House Calls
By Appointment
1 School Gloucester-2290
Vorgeas Miltiades 119 Main Gloucester-735
Res 33 Pickman Rd Salem-5387-R

Churches

Christian Science Reading Room
16 Pleasant Gloucester-1865
First Baptist Church
Sunday Services 11 am
22 Pleasant Gloucester-4808
Our Lady Of Good Voyage Church
Sunday Masses
7-8:30-9:30-10:30 & 11:30
142 Prospect Gloucester-1490
Sacred Heart Rectory
Sunday Masses 8:30 & 9:45
8 Sawyer Av Gloucester-4457
St John's Episcopal Church
48 Middle Gloucester-661-W
St Mary's Episcopal Church
24 Broadway Rockport-3421
St Peter's Rectory Brightside Av Gloucester-874
Trinity Congregational Church
Sunday Service 10:45 AM Public Worship
Middle Gloucester-1442
Universalist Vestry Middle Gloucester-3410

Cinder Masonry Units

Mass Cement Block Co
805 Falloway, Medford MA tel 6-5036
Rappoli G Inc 248 Harvard Medford MA tel 6-3995

Clambakes

WOODMAN L H
FRESH LOBSTERS &
CLAMS DAILY
"Clam Bakes a Specialty"
Main Essex-22

Clams

Farnham Jos H
Wholesale and Retail Clams
Dodge Ct Essex-82-2
Leaman Harold B Co 44 Summer Gloucester-6196
Mellow's Lobster Co 3 Water Gloucester-1600-W

Cleaners

Arnold's Laundry Inc 280 Main Gloucester-338
(See Advertisement Next Page)
Boston Dye & Cleansing House
281 Main Gloucester-570

**CAPE ANN LAUNDRY & DRY CLEANING CO
INC**

**SANITONE
DRY CLEANING**
Regular Service 4 Days
Same Day at No Extra Charge
WE OPERATE OUR OWN PLANT
21 East Main Gloucester-524
53 Main Rockport-524

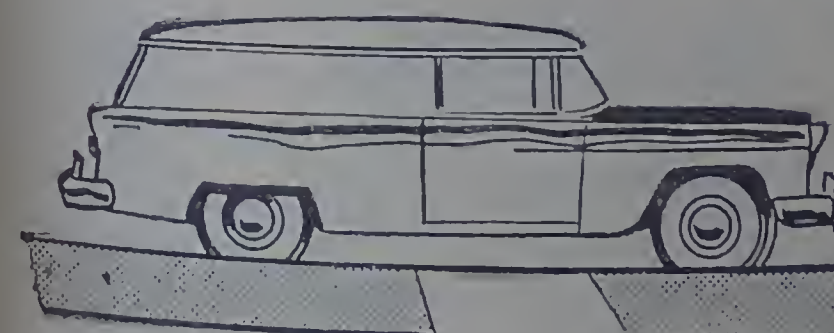
CONTINUED NEXT PAGE

E.A. GREEL INC.

Laundry & **DRY CLEANING**

**SAME DAY SERVICE
FREE PICK-UP & DELIVERY SERVICE**

**FAMILY BUNDLES
FAST SHIRT LAUNDRY
BACHELOR SERVICE
FINISHED WORK**



64 MAIN ST.

&

260 MAIN ST.

Call
**GLOUCESTER
2272**

SCOTTY'S DRY CLEANING 260 MAIN ST. Gloucester 2190

Stowell's

DRY CLEANERS

Chester C. Stowell, Prop.
13 MT. PLEASANT ST.

Serving:
CAPE ANN
SAME - DAY
CLEANING
SERVICE



REPAIRING - PRESSING - DYEING
★ FREE MOTH PROOFING ★
WATERPROOFING

Free Pick-Up and Delivery

Gloucester 5767

51 Washington

Gloucester

Rockport 990

ARNOLD'S LAUNDRY INC.

CLEANERS & DYERS



DRY CLEANING

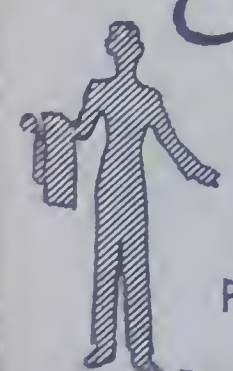
289 MAIN STREET

A COMPLETE WARDROBE
& HOUSEHOLD LAUNDRY
& CLEANING SERVICE

FREE PICK-UP
& DELIVERY

Phone GLOUCESTER 338

DeMarco's



Cleaners and Dyers
Tailoring Alterations

PROMPT COURTEOUS SERVICE
PICKUP & DELIVERY

PRESS WHILE YOU WAIT

GLOUCESTER 4464

103 Washington Street

Gloucester

Cleaners—Continued

Dave's Dry Cleaners 4 Martin... Essex
DE MARCO'S CLEANERS
103 Washington Gloucester-4464
(See Advertisement This Page)
East Gloucester Dye House
154 East Main, Gloucester-1091

G M I LAUNDRY CO
COMPLETE DRY CLEANING
& LAUNDRY SERVICE
- CASH & CARRY DISCOUNT GIVEN
SERVING GLOUCESTER, ROCKPORT
MAGNOLIA, MANCHESTER - ESSEX
Branch Office At 265 Main St
12 Burnham... Gloucester-1091

GREEL E A INC 64 Main Gloucester-209
(See Advertisement Preceding Page)
Helen's Cleaners Inc

38 Mt Pleasant Av Gloucester-304
IPSWICH FAMILY LAUNDRY INC
78 Central Ipswich
Lou's Cleaners 55 Prospect... Gloucester-40
Modern Cleaners & Dyers
Pick Up And Delivery

232 Main... Gloucester-304
Rockport Dye House 65 Main... Rockport-209
Scotty's Dry Cleaners 260 Main... Gloucester-209
Stowell's Dry Cleaners
13 Mt Pleasant... Rockport-209
51 Washington... Gloucester-507
(See Advertisement This Page)

STRAND DYE HOUSE 45 Main... Gloucester-209

Clothing

Gloucester Factory Outlet

377 Main, Gloucester-209
Town Shop 13 Main... Rockport-209

Clothing—Boys'

Cape Ann Manufacturing Co
31 Commercial, Gloucester-209
Employees rm 31 Commercial... Gloucester-209
Gloucester Factory Outlet
377 Main - Gloucester-209

Clothing—Leather

Universal Coat Co
105 Maplewood Av Gloucester-209

Clothing—Men's

Alper's Clothing Store 222 Main - Gloucester-209
Bloomberg J D 82 Main... Gloucester-209
Gloucester Factory Outlet
377 Main - Gloucester-209
Henry The Hatter 93 Main
Karem's Army & Navy Store
200 Main Gloucester-209

Clothing—Men's—Mfrs

Gloucester Pants Co 377 Main... Gloucester-209
Harbor View Sportswear Co
405 Main, Gloucester-209

Clothing—Men's—Whol

Joson Sportswear Mfg Co
211 E Main Gloucester-209

Dial switchboard service may be arranged so that your employees can intercommunicate and place outgoing calls without the assistance of your operator, enabling her to furnish speedy efficient handling of your customers' incoming calls.

Clothing—Waterproof

FROST D O CO

RUBBER & OIL
CLOTHING
SUITS - RAINCOATS
HATS

For
FISHERMEN, SPORTSMEN, WOMEN,
CHILDREN

33 Maplewood Av... Gloucester-258

Clubs

See also Associations

Am Legion 32 Beach... Rockport-3446
Annisquam Yacht Club
19 River Rd, Gloucester-4507
Bass Rocks Beach Club
Nautilus Rd, Gloucester-5970
Bass Rocks Golf Club Beach Rd... Gloucester-1866
Community House 8 Angle... Gloucester-4456
D E S Club Inc 135 Prospect... Gloucester-2508
Eastern Pt Yacht Club Inc
Eastern Pt Blvd, Gloucester-3520
Elks' Home 42 Pleasant... Gloucester-1092
Gloucester Fishermen's Institute
8 Duncan, Gloucester-1507
Gloucester Fraternity Club
27 Webster, Gloucester-772
Knights Of Columbus #215
46 Pleasant, Gloucester-747
Lebanon-American Club Inc
Maplewood Av, Gloucester-2010
Master Mariners Asso 119 Main... Gloucester-2390
Moose Cape Ann Lodge No 1471
26 Pleasant, Gloucester-105
Rockport Golf Club 60 South... Rockport-3434
Rockport Lodge Inc 61 South... Rockport-2090
Sandy Bay Yacht Club off Dock Sq, Rockport-3433
Women's Club Shore Rd... Magnolia-1511
Young Men's Christian Association
71 Middle, Gloucester-470

Coal Dealers—Retail

Davis Coal & Oil Co Whittemore... Gloucester-2940
(See Advertisement This Page)

FAMOUS READING ANTHRACITE

THE LOW ASH
HARD COAL NOW
TRADEMARKED
WITH
RED SPOTS FOR
YOUR PROTECTION



"WHERE TO BUY IT"

Harvey S R Co
1052 Washington, Gloucester-1076-M
JOHN ALDEN-GRIFFIN CO INC
Whittemore, Gloucester 282
Todd Geo H Corp Mt Plsnt... Rockport-652

Gaybrook Garage Inc Western Av... Essex-175-2
Gloucester Coal & Lumber Co

89 Duncan Gloucester
From telephones in Essex
ask "Operator" for... Enterprise-5750
No charge on Enterprise calls
From all other telephones
ask "Operator" for... Gloucester-3060
Regular charge on these calls

A portable extension telephone can be installed in your rumpus room, patio, workshop or wherever you frequently need the convenience of an extra telephone—and they cost so little, too!

Coal Dealers—Retail—Continued

HARVEY S R CO

FAMOUS READING
ANTHRACITE

FUEL & RANGE OIL

BOTTLED GAS

1052 Washington... Gloucester-1076-M

TODD GEO H CORP

READING ANTHRACITE
NEW ENGLAND COKE

FUEL & RANGE OIL - WOOD

OIL BURNER SALES & SERVICE

Mt Pleasant... Rockport-652
Res E M Littlefield 2 Norwood Av
Rockport-2009
Rockport-2239
Gloucester-3046

Coat & Apron Supply Service

MITCHELL'S COAT & TOWEL SUPPLY

Whittemore Rd Gloucester-571

MORGAN LINEN SERVICE INC

RENT

COATS - APRONS

TOWELS

Complete Linen Service

9 Hubbard... MA Men 4-1120

Cocktail Lounges

Essex Lobster House Main... Essex-331
Skyway Northern Av... Essex-239
Tavern The 30 Western Av... Gloucester-4200

Coke

John Alden-Griffin Co Inc
Whittemore Gloucester-282

Cold Storage

Empire Fish Co 99 Duncan... Gloucester-4751
Gloucester Freezer Service Inc
105 Main Gloucester-4315
Gloucester Ice & Cold Storage Co
Parker Gloucester-3460
QUINCY MARKET COLD STORAGE & WAREHOUSE CO River St Gloucester-5100
Tri-Cove Freezer 52 Commercial Gloucester-4890

DAVIS COAL & OIL CO.

COAL - OIL
YORK OIL BURNERS
SALES & SERVICE

"THE BEST IN HARD COAL"
GLOUCESTER 2940

Yard At
B & M Freight
Yard

WHITTEMORE ST

Compasses

WHITE WILFRID O & SONS INC
Formerly KELVIN-WHITE CO.
COMPASSES & SUR ECHO DEPTH
SOUNDERS
SALES & SERVICE
CERTIFIED COMPASS ADJUSTERS
178 Atlantic Av. Boston Richmond 2-3045
Res Capt C E Brown 11 Garden Rd
WE Hlesley 5-3657
Res Robt E White S Great Rd
Lincoln CL earwater 9-8433

Concrete Blocks

Danvers Concrete Block Co Inc
14 Williams Danvers-2145
(See Advertisement This Page)
Mass Cement Block Co
909 Fellsway Medford MY stic 6-5030
Rappoli G Inc 293 Harvard Medford MY stic 6-3995

Concrete—Ready Mixed

Wakefield Ready-Mixed Concrete Co Inc
1 New Salem Wakefield CRystal 9-2610

Contractors

Balzarini Attilio M 277 Granite ... Rockport-2281
off Summer St Ct ... Rockport-2302

BALZARINI LINO

DUMP TRUCKING
SAND - GRAVEL - LOAM
STONE - FILLING
Back Filling - Rough Grading
87 Riverdale Pk ... Gloucester-2986

BERNARD R & SONS 66 Granite Rockport-2395
(See Advertisement on Page 24)
Bianchini & Son

1179½ Washington Gloucester-3831
BILL'S TRUCKING Southern Av. ... Essex-477-2
(See Advertisement on Page 24)
Cameron & Hogan Marmion Way Rockport-2367
Curtis Russell M 151 Western Av. ... Gloucester-74

Mobile telephone signalling service provides one-way service by which a regular telephone user can signal an operator of a mobile unit to comply with pre-arranged instructions.

CONCRETE BLOCKS

MFRS. OF STEAM CURED
CINDER & CONCRETE BLOCKS
CEMENT COLORED BRICKS
FLUE & MASONRY SUPPLIES
SAND - GRAVEL - TRUCKING OF ALL KINDS
CALL Danvers 2145

Danvers Concrete Block Co., Inc.
14 WILLIAMS ST., DANVERS

Contractors—Continued

DAY JOHN W

GENERAL
CONTRACTOR
&
BUILDER

444 Washington Gloucester-395

ELWELL OSCAR

GENERAL
CONTRACTOR
&
BUILDER

REMODELING & REPAIRS

6 Forest Gloucester-3872

Essex Sand & Gravel Co

Russell Peabody JE ferson 2-07

(See Advertisement on Page 24)

FAULK BROS INC

MASON CONTRACTORS
BRICK, PLASTER, STUCCO, STONE,
TILE WORK, WATERPROOFING
AND SEWER WORK

AIR COMPRESSORS, PUMPS, HOISTS
AND CEMENT MIXERS FOR HIRE

35 Whittemore Gloucester-1771

Fontaine Howard School ... Essex-54
Gabry Chester E 2 Overlook Av ... Gloucester-425
Gronblad Albert A

80 Gloucester Av Gloucester-425
(See Advertisement on Page 24)

HAGSTROM CO INC

CONTRACTORS

HOT-TOP
DRIVEWAYS - WALKS - PARKING LOTS
SERVICE STATIONS
FREE ESTIMATES
BULLDOZER & SHOVEL WORK

rr241 Eastern Av. ... Gloucester-322
If no answer 617

Hobbs Harold M Prospect St Ext Rockport-207

HUBBARD & PURDY

MASON CONTRACTORS
BLOCK - CONCRETE - TILE
BRICK WORK and STUCCO

PLASTERING

OFFICE - 45 DENNISON ST.

43 Dennison ... Gloucester-3359

JULIAN BROS 99 Essex Av ... Gloucester-58
(See Advertisement Next Page)
Lane R F Co 22 Leonard ... Gloucester-372
(See Advertisement on Page 24)
CONTINUED ON PAGE 24

Dial switchboard service may be arranged so that your employees can intercommunicate and place outgoing calls without the assistance of your operator, enabling her to furnish speedy, efficient handling of your customers' incoming calls.

GLOUCESTER

NALLY & ALVES

General Contractors

Robert. J. Nally

Joseph S. Alves

• INDUSTRIAL
• COMMERCIAL
• RESIDENTIAL

• REPAIRING
• REMODELING
• RENOVATING

MODERN KITCHENS
TILE WORK FLOORS LAID
New
HOMES
BUILT



ESTIMATES GIVEN

27 BEACH RD.

GLOUCESTER 4430

C. E. WETMORE

FOUNDATION WORK A SPECIALTY



REMEMBER-HALF OF YOUR HOME IS..

FOUNDATION

SO CALL FOR AN EXPERT

285 WASHINGTON ST.
GLOUCESTER

CALL

3367

See front pages for
complete dialing instructions

Contractors 23

Julian BROS.

GENERAL CONTRACTORS & BUILDERS

99 ESSEX AVE.



BUCKET DOZER
EXCAVATING

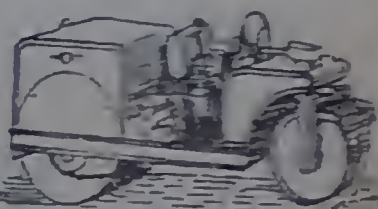


SHOVEL LOADER
GRADING

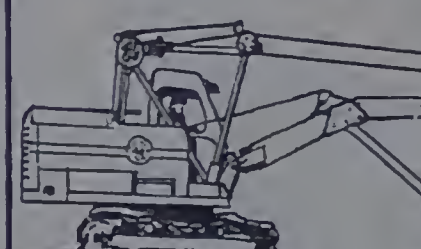
EQUIPMENT RENTALS



COMPRESSOR
PARKING LOTS



HOT-TOP ROLLER
DRIVEWAYS



TRENCH HOE
TRENCH DIGGING



CRANE
CLAMSHELL

GLOUCESTER 38

CHARLES R. PRATT



SPECIALIZING
IN
SEWER INSTALLATIONS
& REPAIRING

MASON CONTRACTOR

Stone - Brick - Plaster - Stucco

47 BEACON ST., GLOUCESTER

Call Gloucester 1487

Stop Looking
R. BERNARD & SONS
CONTRACTORS

EXCAVATING - GRADING - TRENCH DIGGING
• SAND • LOAM •
• GRAVEL •
BULLDOZERS SHOVELS

66 GRANITE ST. ROCKPORT **2395**

BILL'S est since 1944
Trucking
call Bill - free estimates
DRIVEWAY CONSTRUCTION
Hot-Top • Trucking • Sand Blasting Sand
Back Hoe & Trench Work
Sand • Gravel • Fill • Loam
Phone **ESSEX 477-2**
SOUTHERN AVENUE

ASPHALT MIXING PLANT
Mfrs. of Paving Materials to Meet All Specifications
ASPHALT SPREADERS - ROLLERS
EXPERIENCED LABOR

ESSEX SAND & GRAVEL CO.

Russell St. TEL. **2-0794**
West Peabody, Mass. JE fferon
ANDOVER SAND PLANT
Andover & Woburn Sts., Andover, Mass.
Andover 0018

Always Call for
R. F. LANE CO.
CONTRACTORS
SAND - GRAVEL - LOAM
TRUCKING
Estate Maintenance
LANDSCAPING
22 Leonard St. GLOUCESTER **3720**

Contractors—Continued

MC CARTHY CONTRACTING CO INC
40 Raymond Magnolia St.
Morse John Riverview Gloucester-5130
(See Advertisement This Page)

MULHOLLAND A B C INC
GENERAL CONTRACTORS
Power Shovel - Trench Hoe
Bulldozer Excavating
Sand - Loam - Gravel
Hot Top & Gravel Driveway
79 East Ipswich-435

NALLY & ALVES 27 Beach Rd Gloucester-44
(See Advertisement Preceding Page)

PALELLI LOUIS H
GENERAL CONTRACTORS & BUILDERS
EXCLUSIVE DISTRIBUTORS & APPLICATORS OF ALUMINUM "WALTILE"
(Kitchens, Bathrooms, Offices, Etc.)
6 Andrews Gloucester-576

Pratt Chas R 47 Beacon Gloucester-44
(See Advertisement Preceding Page)

Rich Melvin E 44 School Gloucester-44
Saunders Roland S

452 Washington Gloucester-44

Vappi Chas Co Inc Washington Gloucester-51
Wetmore C E 285 Washington Gloucester-51
(See Advertisement Preceding Page)

CONTRACTOR GRONBLAD
ALBERT A. G
EXCAVATING
STONE WORK
CEMENT WORK
SEWER WORK
WATER SYSTEMS
BLASTING

CONCRETE WORK
HOT TOP DRIVES
SHOVEL WORK
SAND - GRAVEL
LOAM - STONE

Gloucester 4241
80 Gloucester Ave. • Home Phone: 4301-J

JOHN MORSE
Specializing In
CHIMNEYS - DRIVEWAYS
FOUNDATIONS
SEWER GRADING
We Sell Sand, Loam, & Gravel
Riverview
GLOUCESTER 5130
300-500 GAL CAP
CEMENT SEPTIC TANKS
DELIVERED ANYWHERE

Contractors' Equipment

PARKER-DANNER CO
SALES - RENTALS - SERVICE
Clyde Hoist Rollers - Shield Bantam
Shovels - Le Roi Compressors & Front
End Loaders - Koehring Shovels & Mixers
German Rupp Pumps - Barco Hammers
Master Vibrators - Screeds & Trowels
Asphalt Plants - Sand & Gravel Plants
25 Factory HY de Park-3-2700
61 Beech Manchester-5-6533

Convents & Monasteries

Convent of the Sisters of Mercy
70 Pleasant Gloucester-137

Conveyors

GRANITE FABRICATED CONVEYOR CO
Fish & Fillet Handling Conveyors
Custom Built
Stainless or Galvanized
Construction
ESTIMATES OR LAYOUTS FREE OF CHARGE
250 Centre Quincy GR anite-2-7691

Corsets

CURTIS & SPINDELL CO INC
CUSTOM MADE
205 Oxford LY nn 5-3510

FAVORITE SPECIALTY SHOP
*The Only Complete Corset Shop
On The North Shore*
Alison Dunn, Corsetiere
FOUNDATION AND MATERNITY
GARMENTS
SURGICAL BELTS - PERSONAL FITTING
11 Washington Gloucester-692-W

Murphy Nell T 12 Pleasant Gloucester-2317

ROBERTA-JENNEY CORSET SHOP
CAROLYN ROBERTS, Prop.
MRS. DOROTHE SPURRIER, Ass't.
CORSETS - LINGERIE - HEALTH
GARMENTS
SPECIAL FITTING SERVICE
HEADQUARTERS FOR CAMP SURGICAL
SUPPORTS
187 Essex Salem-2927

SPENCER CORSET SHOP
Individually Designed
SPENCER
Foundation Brassieres Girdles
Surgical and Orthopedic Supports
Custom Corsetry Service
Amy E. Borden, Helen L Hengney, Props.
Res Phone Marblehead NE phone-8-3745
101 Washington Salem-0514

Always within reach of your customers
- the Yellow Pages.

See front pages for
complete dialing instructions

Cotton Cloth Remnants

GENERAL STORE 20 Main Rockport-3499

Credit Reporting

North Shore Credit Bureau
120 Main Gloucester-205

Curtains

CURTAIN SHOP
Cape Ann's Most Complete Stock Of Curtains
Bed Spreads, Custom Made Slip Covers
& Draperies
Window Shades & Venetian Blinds
Stock Sizes Or Custom Made
139 Main Gloucester-555
Elliott's 195 Main Gloucester-5123

Cushions

GARDNER MATTRESS CORP
For
BOATS and HOMES
254 Canal St Ext Salem 2810

Dairy Products

Dairy Queen Rocky Neck Ar Gloucester-5929
Hodgkins Dairy 227 Main Rockport-528
Hood H P & Sons 200 Bridge Salem
From telephones in Gloucester
Magnolia and Rockport
ask "Operator" for Enterprise-5259
No charge on Enterprise calls
From all other telephones
ask "Operator" for Salem-0720
Regular charge on these calls
Trumbull's Dairy 20 Leonard Gloucester-1539
WHITING MILK CO
300 Lafayette Marblehead NE phone 2-1900

Dancing Instruction

BALLROOM DANCING STUDIO OF LYNN
Authentic - Modern - Fox Trot - Waltz
Rumba - Mambo - Tango - Samba - etc.
DIRECTION
HELEN - HARVEY GORWIN
Private Instruction By Appointment
Adult Classes Mon. & Wed. 8-12 PM
Open All Year Round - No Centuries Necessary
61 Exchange LY nn 5-4577

PERRY GARDNER J SCHOOL OF DANCING
Tap-Ballet-Aerobic-Rhythm-Ballroom
10 Chestnut Gloucester-2572

Decorations

CUTLER ELISE FLOWER SHOP
82 Washington Gloucester-447

Lamps and visual signals are available
for your telephone service. Customers
with more than one telephone line find
them of great value in determining
which line to answer.

Delicatessens

Gloucester Delicatessen 67 Main. Gloucester-4500
(See Advertisement This Page)
Santoro's Of Gloucester Inc.
151 Main. Gloucester-1362
(See Advertisement This Page)

Dental Laboratories

Gloucester Dental Laboratory
119 Main. Gloucester-3430
Modern Dental Laboratory
Williams Induction Casting
Vacutrol Investing
11 Pleasant Gloucester-3364

Dentists

Andrews Earle R 48 Pleasant. Gloucester-1884
Baker J Wain 23 Main. Rockport-3020
Broder B M 33 Pleasant. Gloucester-2342
Callahan William J
9-11:30 AM; 1-5:30 PM Except Sundays
11 Pleasant Gloucester-102
Cohen Bernard S 126 Main. Gloucester-2170
Courant Reginald 75 Middle. Gloucester-293
Coy Willard A 83 Prospect Gloucester-497-W
Cunningham Ralph E 96 Middle Gloucester-231
Fialho Joseph 119 Main. Gloucester-2787
Hooper N Abbott 48 Pleasant. Gloucester-1884
Kohlhepp John V Dr Norman Av Magnolia-1394
Lazarus H 101 Main. Gloucester-4184-W
McLean C Percy 128 Main. Gloucester-1908
Powers Walter J 79 Middle. Gloucester-396
Taylor George H 96 Middle. Gloucester-438
Wolson Carroll W 128 Main. Gloucester-4503

Dentists—Orthodontists

Alexander Lawrence G 70 Washington. Salem-6366



GLOUCESTER DELICATESSEN
OPEN SUNDAY MORNINGS
SERVING AND SELLING
DELICIOUS FOOD
IMPORTED AND DOMESTIC
KOSHER PRODUCTS
GLOUCESTER 4500
67 MAIN ST.



Home of the Submarine
SANTORO'S OF GLOUCESTER INC.
IMPORTED and DOMESTIC COOKED
MEATS • CHEESE and OTHER PRODUCTS
FROM OUR KITCHEN DAILY • ROAST BEEF
TURKEY • CHICKEN • STUFFED PEPPERS
POTATO SALAD • GARDEN SALAD
COLE SLAW
151 MAIN ST. **GLOUCESTER 1362**
BREAKFAST 8 to 11 A.M. LUNCHEON 11 to 3 P.M.
OPEN DAILY 8 to 6 P.M. FRI. to 9 P.M.

Department Stores

ALMY BIGELOW & WASHBURN INC
199 Main. Gloucester-5810
BROWN WILLIAM G CO
186 Main. Gloucester-204
From telephones in Essex
ask "Operator" for..... Enterprise-5204
No charge on Enterprise calls
From all other telephones
ask "Operator" for..... Gloucester-204
Regular charge on these calls
Burrows & Sanborn Inc 260 Union LY nn 5-1600
SEARS ROEBUCK AND CO
83 Main Gloucester-1360

Detective Agencies

VICTOR DETECTIVE SERVICES

BONDED & LICENSED
• Private Investigations
• Surveillances • Shopping
Service • Surveys • Radio
Patrol Cars. PERSONAL - COMMERCIAL
INDUSTRIAL - INSURANCE - LEGAL
Efficient Service Given Discreetly & Swiftly
Strictest Confidence by 150 Competent Agents
"WHERE TO CALL"

Victor Serv Bureau
301 Essex. Lawrence MU rock 7-7855

Diabetic Supplies

Nelson's Pharmacy 276 Main. Gloucester-52

Diaper Supply Service

BABY'S LAUNDRY & DIAPER SERVICE INC

Year Around Delivery Service

20 Years Serving Gloucester & the
North Shore

Our Service Is Used
By Six North Shore Hospitals

Barnard Marblehead Salem-4162
Barnard Marblehead NE ptune 2-0522

Dine & Dance

Cedarwood Inc 22 Fuller. Magnolia-157

Dishwashing Machines

HOTPOINT AUTOMATIC DISHWASHERS
DISPOSALLS (R) **Hotpoint**
DISHWASHERS
Hotpoint Automatic Dishwashers give Spot-Less
Washing, Spot-Less Rinsing and Spot-Less Dry-
ing. Deluxe Hotpoint Disposall Food Waste Dis-
posers have automatically reversing flywheel.
Double-edged shredders get twice the life...
half the wear. Easily installed.

"FOR INFORMATION CALL"
DISTRIBUTOR

General Elect Supply Co
145 N Beacon. Brighton AL gonquin 4-5300

When people want emergency service
they look first in the handy Yellow
Pages.

Surveys show that buyers are attracted
to well-planned, attractively-illustrated
ads in the Yellow Pages.

See front pages for
complete dialing instructions

Doctors

See specific headings, such as
Physicians & Surgeons, M. D.,
Chiropodists-Podiatrists, Dentists,
Optometrists, Physicians &
Surgeons—Osteopathic (D. O.),
Veterinarians, etc.

Dog & Cat Foods

Dow John C Co 44 Prospect. Gloucester-472
Old Mother Hubbard Dog Food Co Inc
40 Prospect Gloucester-944

Doors

GROSSMAN'S OF NO SHORE INC
2 Washington Ipswich-1060
(See Advertisement This Page)

Doors—Electrically Operated

CRAWFORD DOOR SALES CO OF
ESSEX COUNTY 84 Menlo Av LY nn 5-1618

Doors—Folding

GROSSMAN'S OF NO SHORE INC
2 Washington Ipswich-1060
Modernfold Door Division McCabe & Dean Inc
27 Washington WE lesley 5-5500

Various types of manual and dial
switchboards are available to fit the
needs of any business - large or small.



Shoulder Rests

Leave both hands Free while
telephoning - Permit the tele-
phone to be held more com-
fortably between the ear and
shoulder

For details call your
Telephone Business Office

Doors—Overhead Type

CRAWFORD MARVEL-LIFT DOORS—
CRAWFORD DOOR SALES CO OF
ESSEX COUNTY
84 Menlo Av LY nn 5-1618

GROSSMAN'S OF NO SHORE INC
2 Washington Ipswich-1060
OVERHEAD DOORS SALES & SERV
26 Lindley Marblehead NE ptune 2-2427

Doors—Storm

GROSSMAN'S OF NO SHORE INC
2 Washington Ipswich-1060
HIGH GRADE SHADE & SCREEN CO INC
ALL ALUMINUM
COMBINATION DOORS & WINDOWS
Reverse Telephone Number Accepted
Near Corner of Broad & Market St.
On Route 1A
391 Broad LY nn 2-5027

Doughnuts

Tic Tac Donut Shops Inc
Sandwiches-Coffee-Ice Cream
118 Main Gloucester-1450

Draperies—Retail & Custom Made

Curtain Shop 139 Main Gloucester-555
HARRIS D F & SONS INC
20 West Gloucester-190
Higgins Lincoln C Co 99 Dock St. Rockport-3104
(See Advertisement This Page)
TUCK KRAFT DECORATORS SHOP
20 Main Rockport-2757



GROSSMAN'S
EST. 1896 **CURTIS**
WOODWORK
COMPLETE HEADQUARTERS
CURTIS DOORS & WINDOWS
ALL TYPES FOLDING DOORS-OVERHEAD DOORS
2 Washington St. IPSWICH 1060
GROSSMAN'S OF NORTH SHORE INC.



DECORATORS
WALL PAPERS
FABRICS
LINCOLN C. HIGGINS
SLIP
COVERS
DRAPERIES
23 DOCK SQUARE
ROCKPORT 3104

Electric Equipment

Delande's Elect & Plumbg Supply Co Inc
22 New Derby Salem-2608
(See Advertisement This Page)
GLOUCESTER SUPPLY CO
122 Main Gloucester-18
(See Advertisement This Page)
Poole Joseph B & Son 10 Green Rockport-2072

Electric Equipment Service & Repairing

Davis Emery W 45 Wharf Gloucester-2983

Electric Light & Power Companies

Essex County Elect Co 96 Main Gloucester-1250
Nights Sat Sun Holidays Gloucester-1253

Electric Motors

Cape Ann Electric Motor Service
326 Main Gloucester-5600
(See Advertisement This Page)
Cooney T & Sons Inc 37 Rogers Gloucester-2850
(See Advertisement This Page)
Peabody Electric Motor Serv
98 Foster Peabody Jefferson 2-1409

Electric Motors—Repairing

Parks Bros 351 Main Gloucester-2794

Electric Supplies


GLOUCESTER SUPPLY CO
122 Main Gloucester-18
PARKS BROS 351 Main Gloucester-2794

Delande's
ELECTRIC & PLUMBING
SUPPLY CO.

complete line of *Electrical Fixtures*

Supplies • Appliances
Refrigerators
Plumbing • Heating
Supplies • Fixtures

2608
22 New Derby St., Salem



ELECTRICAL
Supplies

WHOLESALE & RETAIL
Newest Designs & Creations in
MODERN LIGHTING
Commercial Lighting Units
Specializing in FLUORESCENT LIGHTING

GLOUCESTER
SUPPLY CO.
Gloucester 18

122 MAIN ST.


Electric Supplies—Whol

DES ROBERTS ELEC SUPPLY CO
DISTRIBUTORS OF
GENERAL ELECTRIC
& Other Quality Materials
ELECTRICAL SUPPLIES - FIXTURES
MOTORS - CONTROLS - WIRING SUPPLIES
TOOLS - FANS
28 Mt Vernon LY nn 5-0015

DYER-CLARK CO
266 Lowell Lawrence MU rdock 3-2458
ESSEX ELECTRICAL SUPPLY CO INC
500 Washington LY nn 3-3280

T. COONEY & SONS INC.
SINCE 1923**ELECTRIC MOTORS
NEW and USED**

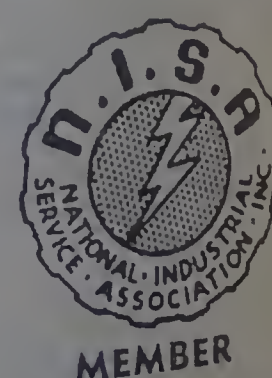
**BOUGHT, SOLD
RENTED
AND REBUILT**

ELECTRIC MOTOR REPAIRING
MARINE ELECTRICAL SUPPLIES
MARINE & HOUSE WIRING

37 ROGERS STREET

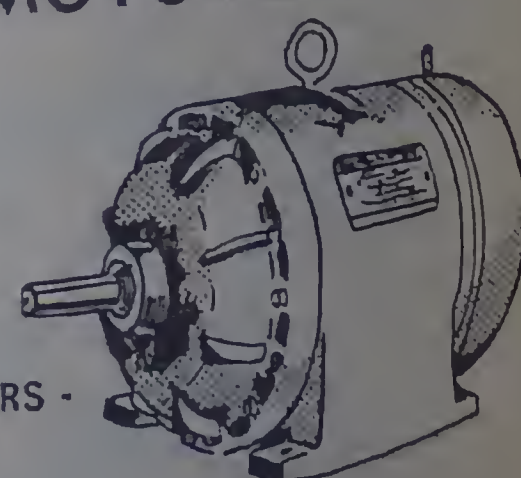
Gloucester

Tel. 2850

**CAPE ANN
ELECTRIC MOTOR SERVICE**

MARINE
ELECTRICAL
SERVICE

MOTOR AND
GENERATOR REPAIRS -
REWINDING



326 MAIN ST.
GLOUCESTER 5600

See front pages for
complete dialing instructions

Electricians

Cape Ann Elect Motor Serv 326 Main Gloucester-5600
Cooney T & Co 37 Rogers Gloucester-2850
HOWARD JOHN F CO 19 Main Gloucester-1262
King A Jr 11 South Rockport-2509
MacDonald Frank L 15 Washington Gloucester-1336
Parks Bros 351 Main Gloucester-2794
Rice Chas E 13 Addison Gloucester-128
ROCHE WILLIAM F 2 Summer St Ct Rockport-2877

Embalmers

Pike W S Funeral Home 61 Middle Gloucester-884

Embroidery

VENETIAN ART LINEN & MONOGRAM CO
EST. 1914
BY MME. GINA LANGONE
ORIGINATORS OF ART LINENS IN U. S.
EXCLUSIVE MONOGRAMS ON LINGERIE
& SWEATERS - SPECIALIZING IN
HANDWORK
MAIL ORDERS ACCEPTED
400 Boylston Boston KE nmore 6-0128

Employment Agencies

Mass Commonwealth Of Employment Security
Div Of 3 Washington Gloucester-4772

MASS STATE EMPLOYMENT SERVICE

Operated by the Division of Employment
Security
**A COMPLETE
EMPLOYMENT SERVICE**
Professional - Technical - Office - Sales
Clerical - Industrial - Service - Domestic
"No Fee To Worker Or Employer"
3 Wash Gloucester-4772

Engineers—Civil

Michellini Arthur 1 Arbella Manchester-714

Mobile telephone service provides
communication between mobile units
and any telephone reached by the Bell
System, or between two mobile units.

**Colored
Sets**

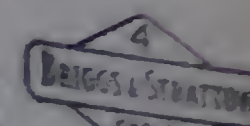
FOR DETAILS
CALL YOUR
TELEPHONE
BUSINESS
OFFICE

**Engineers—Management**

Sutherland Allen J & Associates
105 West St Gloucester-2284

Engines**BRIGGS & STRATTON
GASOLINE ENGINES**

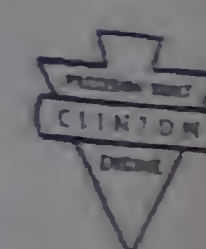
FACTORY APPROVED
SALES-SERVICE
World's best-selling, single
cylinder, lightweight,
air-cooled engines. 4-
cycle for easy starting, extra reliability -
1 to 8.4 hp. For farm, home, industry.



"FOR INFORMATION CALL"
SERVICE DEALER
DAY'S OUTBOARD SERVICE
444 Washington Gloucester-2958

CLINTON ENGINES

Quick Starting
2 & 4 Cycle Engines
CLINTON
Engines, Chainsaws,
Outboards
Parts and Service
Get Free Engine Checkup



"FOR INFORMATION CALL"
SERVICE STATION
DAY'S OUTBOARD SERVICE
444 Washington Gloucester-2958

Cooper-Bessemer Corp 21 Water Gloucester-2890
Res L C McEwen
Rocky Pasture Rd Gloucester-105

Engines—Diesel**COOPER-BESSEMER CORP**

MARINE
and
STATIONARY DIESEL
ENGINES

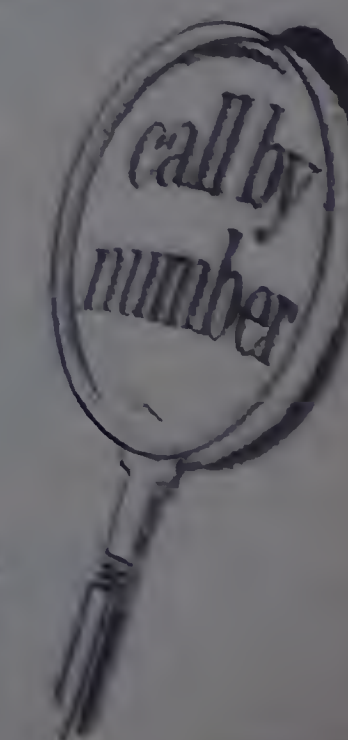
L. C. McEwen, Dist. Mgr.
21 Water Gloucester-2890
Res L C McEwen Gloucester-105

Excavating Contractors

Bernard R & Sons Of Gloucester Rockport-2885
Gronblad Albert A Gloucester-2821
80 Gloucester Ave Gloucester-2821
Julian Bros 99 Essex A Gloucester-2821

Your clue
to Faster
Long
Distance
Service

**NEW ENGLAND
TELEPHONE &
TELEGRAPH
COMPANY**



Expressing

Andy's Delivery Service
Delivery Throughout City Light Trucking
19 Pearl Gloucester-3601-W

BOSTON GLOUCESTER EXPRESS

Howard F. Bennett - Raymond L. Dodge

DAILY EXPRESS SERVICE
BOSTON to GLOUCESTER
and All Intermediate Points
Pick-up & Delivery Throughout the City
GENERAL MERCHANDISE
Boston Terminal Boston CA pitol 7-4790
35 Pearl Gloucester-1678

Cape Ann Transport Co Inc
2 Cleveland Gloucester-1189

FOGG'S

EXPRESS INC.

ESTABLISHED 1886

DAILY SERVICE

BOSTON - NORTH SHORE - SOUTH SHORE

Straight Loads to all points in Mass.

BRAINTREE 276 QUINCY AVE. VI cfor 3-0430
BOSTON 58 BROAD ST. HA ncock 6-9870
GLOUCESTER 7 EXCHANGE ST. Gloucester 4142

HARRISON DISPATCH CO.

SERVING THE
ENTIRE
NORTH SHORE

**MACHINERY & SAFE MOVING**

LOW BED TRAILER SERVICE
CARLOAD DISTRIBUTION • TRUCKING • RIGGERS
Direct Connections with All Freight
Forwarder & Motor Truck Lines

Call Gloucester 4244

UNION TRANSPORTATION CO.

INC.

Daily Express
Service

GLOUCESTER
AND
ROCKPORT

To & From Boston
and Points Between



CONNECTIONS MADE TO ALL POINTS
TRUCKING THROUGHOUT THE STATE

106 EASTERN AVE.
GLOUCESTER

BOSTON OFFICE

Call
GLOUCESTER **2820**
HA ncock 6-4026

Expressing—Continued

Fogg's Exp Inc
276 Quincy Av Braintree VI cfor 3-0430
7 Exchange Gloucester-4142
(See Advertisement This Page)
Harrison Dispatch Co Gloucester-4244
(See Advertisement This Page)
Railway Express Agency Inc
Railroad av. Gloucester-437
Union Transportation Co Inc
106 Eastern Av. Gloucester-2820
(See Advertisement This Page)

Exterminators & Fumigators

ACE EXTERMINATING CO

EXTERMINATORS &
FUMIGATORS

NO SIGNS ON OUR CARS
MEMBER OF NAT'L & NEW ENGLAND
PEST CONTROL ASSOCIATIONS
FRANK HINES, Prop.

202 Loring Av Salem-5337

Farm Equipment

Shawsheen Equip Co
Ford Tractor & Dearborn Sales & Service
42 Balmoral Andover-2166

Fences

SECURITY FENCE CO

No Job Too Small - No Job Too Large

CHAIN LINK - CEDAR SCREEN
POST and RAIL FENCES

ALL Types - For Every Purpose

Fences Erected Anywhere in New Eng.
PHONE or WRITE FOR ESTIMATES

440 Somerville Av
Somerville SO merset 6-3900

Filling Stations

See Gasoline Service Stations

Financing

Beneficial Finance Co 222 Cabot Beverly-250
64 Washington Salem-5460
Public Loan Co 144 1/2 Main Gloucester-4005

Fire Escapes

Carpenter E K Co Inc 28 Harbor LYnn 2-8360
McGlew Thomas G Welding Co
See Ad Under Iron-Ornamental
Ferry Whf .. Newburyport Homestead 5-9543

Fire Extinguishers

BOSTON FIRE EXTINGUISHER CO
JOHN J. O'NEILL Prop.

Agents for
PYRENE AND C-O-TWO
COMPLETE FIRE PROTECTION SERVICE
FIRE EXTINGUISHERS OF ALL TYPES
C-O-2 RECHARGE SERVICE
REPAIRS, EMERGENCY EXIT LIGHTS,
ROPE FIRE ESCAPES
172 Commercial LYnn 2-1670

**CAPE ANN FIRE APPLIANCE &
RECHARGING SERV**
Chas O Anderson Prop
19 Pearl Gloucester-3601-W
North Shore Fire Appliance Co
Main Wenham Hamilton-526

Get the Yellow Pages habit.

Fish Meal—Mfrs

Dehydrating Process Co of Gloucester
Fish Pier Gloucester-4008
GLOUCESTER BY-PRODUCTS INC
Fish Pier Gloucester-4332

Fish—Retail

Alexander John F 227 East Main. Gloucester-3848
Davis Frank E Fish Co 91 Rogers Gloucester-915
Donovan's Eddie Lobster Pool
Bearskin Neck Rockport-2800
ENOS' FISH MKT 272 Main Gloucester-4385
Jacobs' Lobster Pool 74 Parker Gloucester-1720
Orlando Fish Mkt 42 Commercial Gloucester-4838
Producers Fish Co Commercial Gloucester-1065
White Star Fish Market
139 Prospect Gloucester-2883

Fish Sticks

**BIRDS EYE DIVISION GENERAL FOODS
CORP** 51 Commercial Gloucester-3180

Fish—Whol

American Fillets Corp 2 Fish Pier Gloucester-1080
B & B Fish Co 17 Parker Gloucester-830
BLUEWATER FISH CO
95 E Main Gloucester-1454

Cape Ann Fisheries Inc Fort Sq Gloucester-2100
Cape Ann Seafoods Co
4 Railway Av Gloucester-2068

Codinha's Fish Co 2 Fish Pier Gloucester-1080
Dalco Fisheries Inc 95 E Main Gloucester-5900

EMPIRE FISH CO rr99 Duncan Gloucester-840
Fabet Corp 35 Wharf Gloucester-311
Gloucester-5500

Fish Sticks Corp Commercial Gloucester-2021
Gloucester Seafoods Corp
6 Fish Pier Gloucester-3900

Gorton Pew Fisheries Co Ltd
327 Main Gloucester-3000
Gorton Slade Co Adams Hill Rd Gloucester-3844

Harbor Cove Fisheries Inc
54 Commercial Gloucester-4096

Harbor Side Fisheries
rr159 E Main Gloucester-1430

Hygeia Brand Fillet Co Railway Av Gloucester-507
Imperial Seafoods rr417 Main Gloucester-1950
Gloucester-1265

J D Fish Co rr95 E Main Gloucester-5226
L & M Fillet Co 137 E Main Gloucester-5835

No Atlantic Fish Co Inc 88 Coml Gloucester-4121
North Atlantic Galley Inc
82 Commercial Gloucester-4883

NORTH EASTERN FISHERIES CORP
Rowe Sq Gloucester-5424

O'Donnell-Usen Fisheries
Commercial Gloucester-2021

ORLANDO FISH MKT
42 Commercial Gloucester-4888

Producers Fish Co
Fresh Fish of All Kinds in Season
Commercial Gloucester-1065

Progressive Fish Wharf Inc
Commercial Gloucester-2000

Quick Freeze Corporation
Commercial Gloucester-2021

Starlight Fish Co 4 Railway Av Gloucester-465
Tarr Fish Co 159 East Main Gloucester-333

Wright John B Fish Co Inc Gloucester-4205
Commercial Gloucester-4165

Breakwater Av Rockport-3420

Fishing Parties

Otto's
Captain Otto's Deep Sea Fishing
5 1/2 Prospect Rockport-752

Surveys show that buyers are influenced by special services mentioned in these Yellow Pages advertisements.

Eventually you may find it by shopping hit-or-miss; but why waste time? First look here in the Yellow Pages!

See front pages for
complete dialing instructions

Fishing Supplies

Gloucester Groc & Boat Sup Inc
17 Rogers Gloucester-4376
PRODUCERS FISH CO

ROPE - TWINE
FISH NETS
FISHING SUPPLIES
FILTERED FUEL OIL
LUBRICATING OIL
Commercial Gloucester-1065

UNITED FISHERIES CO

ROPE - WIRE
FISHING NETS
FISHING SUPPLIES
KINNEY CLUTCHES
MEATS - GROCERIES
405 Main Gloucester-510

WESTERBEKE FISHING GEAR CO INC

Distributors of
GRIMSBY NETS
FLOATS - FITTINGS
WIRE & MANILA ROPE
MARINE HARDWARE
52 Duncan Gloucester-3542

Fishing Tackle—Retail

Cunningham's Marine Supplies & Hardware
211 East Main Gloucester-4300
Gleason's Bait & Tackle
108 Washington Gloucester-3082

Five, Ten & Twenty-Five Cent Stores

Kresge S S Co 128 Main Gloucester-2364
Woolworth F W Co 180 Main Gloucester-1200

Floor Contractors

NALLY & ALVES 27 Beach Rd Gloucester-4430

Floor Covering

Carl & Glover 397 Main Gloucester-3440
Elliott's 195 Main Gloucester-5133

ROBBINS LIFETIME FLOOR PRODUCTS

ROBBINS ALL PURPOSE
TILE THAT REQUIRES NO
ADHESIVE. Lifetime Vinyl,
Rubber Tile and Terra Tile
in all colors, designs and
styles. Insist on Robbins for
beautiful floors.



"FOR INFORMATION CALL"

DISTRIBUTOR

Manevitch Louis Inc
283 Franklin Boston CA WHI 7-1251

Floor Machines Renting

CAPE ANN GLASS CO 210 Main Gloucester-2782

Creative advertising makes people want to buy - Yellow Pages tell them where to buy.

Flooring—Asphalt Tile

KENTILE

Modern floors; beautiful colors, unlimited design, **GUARANTEED**, inexpensive, rugged, easy to maintain — for home, store, office, industry. Other products: KENCORK, KENFLEX, KENRUBBER, KENFLOR.

KENTILE

The Asphalt Tile of Enduring Beauty

"WHERE TO BUY IT"

Carl & Glover 397 Main.....Gloucester-3940

Florists

Benny The Florist 18 Eastern Av. Gloucester-2456
Chebacco Nurseries Eastern Av. Essex-140-3
Corliss Bros Inc 9 Procter Gloucester-581

CURTIS S SONS 272 Washington Gloucester-301-W

CUTLER ELISE FLOWER SHOP 32 Washington Gloucester-3147

(See Advertisement This Page)
Magnolia Nurseries 654 Western Av. Magnolia-1330

Merchant P A 90 Bass Av Gloucester-3530
Middleton Greenhouses

Cut Flowers & Potted Plants Wholesale
River Rd Middleton Danvers-470

ROLAND'S FOR FLOWERS 14 Dock Sq Rockport-3101

Silva Bros 5 Granite.....Rockport-526
Smith Perrin F 510 Essex Av Gloucester-4062

TUFTS ELLEN 15 High.....Rockport-957

Forgings

Cape Ann Anchor & Forge Co
Whittemore Gloucester-5151

Cape Ann Tool Co Pigeon Cove...Rockport-3451

Foundation Contractors

Wetmore C E
See Our Advertisement At Contractors
285 Washington.....Gloucester-3367

Foundries

Reed George A & Son 19 Myrtle Sq Gloucester-3700

Use these Yellow Pages like a dictionary. Products and services are listed alphabetically.

One good turn is to the Yellow Pages; another is to tell the man you found him there.

"Say It With Flowers"



Tel.

GLoucester 3147

Cut Flowers - Corsages & Decorations
Complete Wedding Service
Funeral Designs

E. lise Cutler FLOWER SHOP

32 WASHINGTON ST.

Freezers—Food Storage Units

GOLDSPOT HOME FREEZERS SALES & SERVICE
SEARS ROEBUCK AND CO
83 Main Gloucester-134

Morton A L Co Inc
1 Railroad Av.—Gloucester-434

Frozen Foods

Cressey Dockham & Co Inc
Birds Eye Frozen Foods
104 Jackson Salem-109

METROPOLITAN ICE CO

SCHEDULED WEEKLY
REFRIGERATED DELIVERY SERVICE
FOR HOME FREEZER OWNERS
Complete Variety - Including Ice Cream
ZERO STORAGE SPACE
For Price List and Full Information
Phone Frosted Foods Division
FREEZERS and FREEZER SUPPLIES
71 Acton WA tertown 4-3240

Fruit—Retail

Cape Ann Fruit Co 27 Washington Gloucester-107
Cape Ann Open Air Mkt
Delivery Service
56 Main Gloucester-413

North Shore Fruit Store 218 Main Gloucester-189

Fruit—Whol

BANANA SERVICE CO

DISTRIBUTORS
OF
GOLDEN GOODNESS
BANANAS

51 Blanchard...Lawrence MU rdock-3-4011

BICKFORD E H INC

20 Maplewood Av. Gloucester-41
KOPANON MICHAEL 16 Mansfield Gloucester-51
Leventis Theodore 17 Mansfield...Gloucester-234

Fuel Oil

See Oils—Fuel

Fund Raising Organizations

Addison Gilbert Hospital Bldg Fund
43 Duncan Gloucester-600

Funeral Directors

Burgess Elmer F Inc 177 Main.....Rockport-771
BURGESS FUNERAL HOME

38 Pleasant Gloucester-284
(See Advertisement Next Page)

CLEVELAND FUNERAL HOME Martin Essex-21
(See Advertisement Next Page)

Greely James C 71 Pleasant.....Gloucester-658
(See Advertisement on Page 36)

CONTINUED ON PAGE 36

Mobile telephone signalling service provides one-way service by which a regular telephone user can signal an operator of a mobile unit to comply with pre-arranged instructions.

Buyers have money-in-hand when they use Yellow Pages.

See front pages for complete dialing instructions

BURGESS FUNERAL HOME

FUNERAL HOME



FUNERAL HOME

Est. 1894



FUNERAL SERVICE

177 MAIN ST.
ROCKPORT

773

GEORGE N. MACKEY
FUNERAL DIRECTOR

Dependable Service

Anywhere

— At All Times —

38 PLEASANT ST.
GLOUCESTER

2846

Cleveland FUNERAL HOME

Established
1929



Mrs. Harry G. Cleveland
Manager

Thoughtful Care & Dignity Characterize Our Service

MARTIN ST.

Tel. Essex
210

ESSEX, MASS.

Funeral Directors—Continued

HYMANSON FUNERAL HOME
Unexcelled Jewish Funeral Service LY nn 8-0200
117 N Common
PIKE W S FUNERAL HOME 61 Middle Gloucester-884

Fur Business

BROWN WM G CO 186 Main Gloucester-204
(See Advertisement This Page)
Dexter's Furriers Inc
231 Washington Salem
From telephones in Gloucester Enterprise-5826
ask "Operator" for
No charge on Enterprise calls
From all other telephones Salem-3852
ask "Operator" for
Regular charge on these calls
(See Advertisement This Page)

Fur Business—Continued

ROOKS FURRIERS
COLD FUR STORAGE
Our Own Vaults on the Premises
Furs - Fur Coats
Fur Trimmed Cloth Coats
Repairing - Renovating
Restyling
MANUFACTURING FURRIERS
179 Essex Salem-0622

Just as road maps give you complete travel information, so the Yellow Pages give you complete buying information.

JAMES C. GREELY

FUNERAL HOME

We are at Your Service
CALLS PROMPTLY ATTENDED TO
ANYWHERE - ANY TIME
DAY & NIGHT SERVICE

71 PLEASANT ST., GLOUCESTER

CALL *Gloucester 698*

BROWN'S
FUR SALON

"Everything to do with Furs"
FURS RESTYLED • CLEANED • REPAIRED

FUR STORAGE

Prompt Pick-up & Delivery Service
GLOUCESTER 204
William G. Brown Co.
186 MAIN ST. (FUR SALON) GLOUCESTER

LARGEST SELECTION
OF FINE FURS
in STOCK
All Coats Stored in our own
Vaults in Salem



231 Washington Street

Dexter's
FURRIERS INC.
FURS

Furriers for over 48 Years
FURS

COLD FUR STORAGE
REPAIRING & RESTYLING
IMMEDIATE PICK-UP & DELIVERY
FROM TELEPHONES
in GLOUCESTER ask "OPERATOR" for
ENTERPRISE 5826
From All Other
TELEPHONES ask "OPERATOR"
for
SALEM 3852 COLLECT SALEM

Fur Remodeling & Repairing

BROWN WM G CO 186 Main Gloucester-204

Fur Storage

DEXTER'S FURRIERS INC
231 Washington Salem
From telephones in Gloucester
ask "Operator" for Enterprise 5826
No charge on Enterprise calls
From all other telephones Salem-3852
ask "Operator" for
Regular charge on these calls

Furnaces

Howard John F Co 19 Main Gloucester-1262
KALAMAZOO SALES & SERV CO
Furnaces Repaired & Cleaned
Heating & Ventilating
315 Essex Salem-6560
LENNOX AIRE-FLO HEATING SYSTEMS

More families buy
LENNOX than any
other make! There
is a LENNOX AIRE-FLO Heating System to fit
your needs — large or small — for gas, oil or
coal. LENNOX dealers are trained experts —
always at your service for prompt installation,
cleaning and repairing.

LENNOX

"WHERE TO BUY IT"
DEALER
PETERSON LAWRENCE N
Successor To L E Smith Plumbing &
Heating
12 Water Gloucester 560

Yellow Pages - your signpost to simplified shopping.

NATIONAL

EST. 1899

THE OLDEST & LARGEST
FURNITURE STORE
IN GLOUCESTER

Frigidaire
Philco
Maytag
Washers



WE FEATURE
NATIONALLY
ADVERTISED
MERCHANDISE

Philco
Zenith
Emerson
Television

FINE FURNITURE FOR THE ENTIRE HOME
FAMOUS MAKE FLOOR COVERING

KROEHLER & INTERNATIONAL
LIVING ROOM FURNITURE

196 MAIN ST.
IN BEVERLY 0524

Gloucester 1904

See front pages for
complete dialing instructions

Furnaces—Continued

Modern Heating & Ventilating Co
20 Main Gloucester-5454
WATERBURY FURNACES

Furnaces and
Air Conditioners
For Homes and
Commercial Buildings.
Models For
GAS—OIL—COAL



"FOR INFORMATION CALL"

DEALER
ANDREWS L E & CO
42 Rogers Gloucester-645

Furniture

Allen Fred G Furn House Inc 69 Dodge Beverly-3444
(See Advertisement Next Page)

DREXEL FURNITURE—
SCOTTI FURNITURE CO
280 Cabot Beverly-3300

MET FINE FURNITURE INC

FURNITURE
COMPLETE HOME
EQUIPMENT
CASH or TERMS

207 Main Gloucester-3050

NATIONAL HOUSE FURNISHING CO
196 Main Gloucester-1904
(See Advertisement This Page)
CONTINUED NEXT PAGE

Furniture—Continued

NORTH SHORE FURNITURE CO

Floor Coverings, Bedding,
Upholstering
Electric Refrigerators
Washers - Ranges
Radios & Television

161 Main Gloucester-94

Use these Yellow Pages like a dictionary. Products and services are listed alphabetically.

"THE HOME OF QUALITY FURNITURE"
FRED G. ALLEN FURNITURE HOUSE INC.
COMPLETE HOME FURNISHERS

Quality is Our First
Consideration

Tel. BEVERLY
3444 or 1866

Lawn - Garden
Terrace & Beach Furniture

Our Unique Business, Located a Short
Distance from Beverly Shopping
Center, Enables Us To Operate at a Minimum,
Thereby Passing On Substantial Purchase Savings
To You.

69 DODGE ST.
BEVERLY, MASS.

ROUTE 1A, JCT. 128
EXIT 10

ESTABLISHED 1895

TITUS OF SALEM
Fine Furniture & Rugs

65 JEFFERSON AVE.

SALEM 2349 or 6467

Interior Decorating Dept.

SALEM 5125



Call GLOUCESTER
880

LINOLEUMS - CARPETS
MATTRESSES - VENETIAN BLINDS
67 MIDDLE ST.

Furniture—Continued

TITUS HAROLD R

CABINETMAKER
FURNITURE MADE TO
ORDER

TRADITIONAL OR MODERN
REPRODUCTIONS OF ANTIQUE
FURNITURE
REPAIRING AND REFINISHING

rr173 Main

Titus Of Salem 65 Jefferson Av

(See Advertisement This Page)

Tompkins C F Co 67 Middle

(See Advertisement This Page)

Furniture—Juvenile

Joseph's Gift Shop

65 Maplewood Av - Gloucester-51

Furniture—Mfrs

DODGE C FURNITURE MFG CO

CUSTOM BUILT FURNITURE

UPHOLSTERING

REPAIRING

REFINISHING

off North

Manchester-292-4

Furniture Repairing & Refinishing

Herdman Charleton J

439 Western Av. Gloucester-27

Furniture—Used

Burke's Bazaar 13 Water

Gloucester-43

Hiltz Robert C 285 Main

Gloucester-252

Noyes The Mover 121 Rogers

Gloucester-278

Garages

A A A ROAD SERVICE—
TALLY'S SERVICE STA
7 Main

Gloucester-77

A A A TOWING SERVICE—
TERMINAL GARAGE
10 Martin

Essex-48

Burnham Mason A Story

Essex-4

BURNHAM & THOMAS

TRUCK SPECIALISTS
ESSO PRODUCTS
GENERAL REPAIRING
ATLAS ACCESSORIES

417 Main

Gloucester-672

Carr G Elliott 34 Railroad Av

Gloucester-220

(See Advertisement Next Page)

Central Garage 6 Jewett

Rockport-347

Chebacco Motors Western Av

Essex-467

Enjoy that extra privacy you get with
an extension telephone - it costs so
little. Order one today.

Surveys show that buyers are influ-
enced by special services mentioned in
these Yellow Pages advertisements.

Garages—Continued

DE LOTTO'S SERVICE STATION

REPAIRING
OVERHAULING
TOWING

Night Service Call 970

35 Washington..... Gloucester-12

Dock Square Garage 21 Dock Sq -Rockport-2212
Essex Automotive Serv

6 Cleveland Pl Gloucester-309

(See Advertisement This Page)

Fernwood Garage 211 Essex av.... Gloucester-3540

Foster Ben 14 Rogers Gloucester-2683

Gaybrook Garage Inc Western Av.... Essex-175-2

GRANITE GARAGE 66 Granite .Rockport-3500

(See Advertisement This Page)

Joe's Auto Repair Co 10 Rogers Gloucester-3909

LANE'S GARAGE 22 Leonard Gloucester-3720

MONDELLO ANTHONY

rr18 Harmony Sq Gloucester-2579

Noseworthy's Serv Sta Inc

387 Main Gloucester-4499

(See Advertisement This Page)

PARKS SERVICE STATION INC

TED LINSKY - Prop.

GENERAL AUTO REPAIRING

— Battery & Road Service —

Tires - Batteries - Accessories

159 Maplewood Av..... Gloucester-5120

CONTINUED NEXT PAGE

ESSEX
AUTOMOTIVE SERVICE
GENERAL AUTOMOBILE REPAIRING

TRUCKS



INDUSTRIAL
ENGINES



JOHN R. SCOTT, PROP.
6-8 CLEVELAND PLACE

CALL

GLOUCESTER 309

NOSEWORTHY'S
SERVICE STATION

SUNOCO GAS & OILS

Auto Truck Marine Service

GLOUCESTER
4499

NIGHTS
3899 - 5740

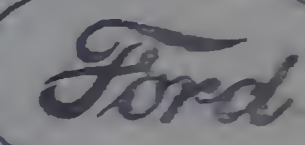


24 Hour Wrecker Service
387 MAIN ST., GLOUCESTER

STEVENS
MOTOR SALES INC.

95 BASS AVE., GLOUCESTER

GENERAL REPAIRING
ON ALL MAKES



BODY &
FENDER
WORK

SALES
SERVICE

GEORGE STEVENS, PRES.

Phone

GLOUCESTER
850

G. ELLIOTT CARR

GENERAL REPAIRING
ON ALL MAKES OF CARS

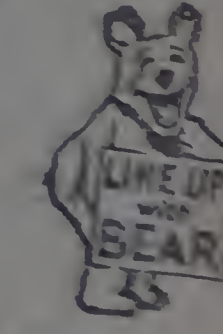
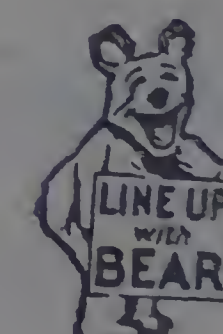
BODY & FENDER
WORK

TEL.
GLOUCESTER

2300

34 Railroad Ave.

Bear Wheel Aligning for Cars & Trucks



GRANITE GARAGE

"ROSIE" GENTILE & ROGER PERKINS - Prop.

General Repairing on All Makes
& Models of Cars
Hydraulic & Automatic
Transmission Work

Tires - Batteries - Accessories

Call ROCKPORT 3500

66 GRANITE ST., ROCKPORT



BOTTLED GAS FOR HOMES BEYOND GAS MAINS

Bulk Delivery Service for Heating
& Industrial Application

WHOLESALE & RETAIL
MONTHLY BILLING SERVICE

GAS APPLIANCES

Serving ENTIRE ESSEX COUNTY VICINITY
NIGHTS - SUNDAYS & HOLIDAYS

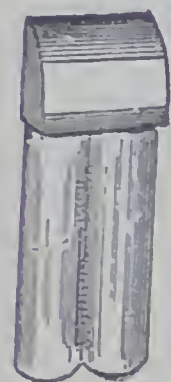
ROCKPORT 3466
DANVERS 2435

If No Answer DANVERS 3573

Distributed by

DANVERS HARDWARE CO.

63 MAPLE ST.



CALL
COLLECT

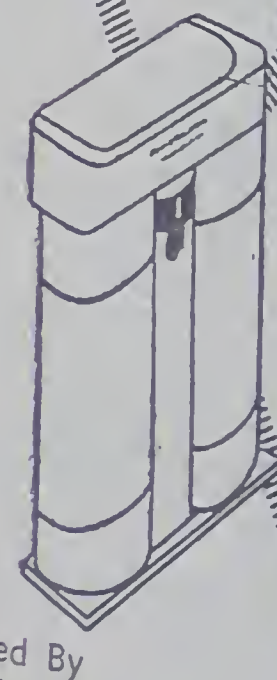
ROCKPORT 3466
DANVERS 1930

Pyrofax GAS

TRADE MARK

IS REAL GAS

All Types of
GAS APPLIANCES
for
DOMESTIC
and
COMMERCIAL
USES



Distributed By

NATURAL GAS SERVICE INC.

Call

TOPSFIELD TU cker 7-2353

If no answer

Call HAMILTON 225-W
OR ROCKPORT 628

MAIN ST.
TOPSFIELD

Garages—Continued

Reilly Motor Co Inc

130 Washington Gloucester-478

SPARKYS GARAGE

SPECIALIZING IN
MOTOR TUNE UP
CARBURETION
STARTER & GENERATOR
SERVICE

689 Western Av. Magnolia-1274

Stevens Motor Sales Inc 95 Bass Av Gloucester-478
(See Advertisement Preceding Page)
Tally's Auto Sales Inc 2 Washington Gloucester-541

THURSTON GEORGE W INC
DODGE - PLYMOUTH
DRIVE-YOURSELF CARS

GENERAL AUTOMOBILE REPAIRING

ALA SERVICE - TOWING & WRECKING

6 Pearce (Gloucester-240)
(Gloucester-240)

Town Garage 26 Magnolia Av. Magnolia-1274
Wolfe John B 37 Pearl Gloucester-1274

Garden Furniture

Allen Fred G Furn House Inc
See Our Advertisement Under Furniture
69 Dodge Beverly-341

Gas—Bottled

Country Gas Serv Inc 1 Chapel Ln. Rockport-341
COUNTRY GAS SERVICE INC

63 Maple Danvers-1274

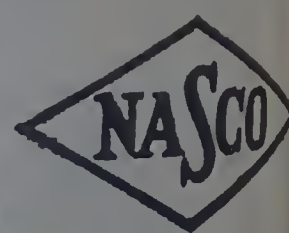
(See Advertisement This Page)

Harvey S R Co 1052 Washington Gloucester-1076-M
(See Advertisement This Page)

NASCO GAS SERVICE

Brings you new com-
fort, convenience and
economy.

FASTER COOKING
QUICK HOT WATER
PAY AS YOU GO-METER SERVICE



"WHERE TO BUY IT"

DISTRIBUTOR

METROPOLITAN ICE CO
40 Enon Beverly-587

The S. R. HARVEY CO.



Utility-Gas

SERVICE

GAS APPLIANCES ESPECIALLY
APPROVED FOR BOTTLED GAS
RANGES - REFRIGERATORS
WATER HEATERS - RESTAURANT EQUIPMENT

1052 Washington St. GLOUCESTER 1076-M
Your Local Dealer

Gas—Bottled—Continued

NATURAL GAS SERV INC

Main Topsfield TU cker 7-2353
(See Advertisement Preceding Page)
Spittle & Fortier Main -Essex-1

UTILITY-GAS SERVICE & APPLIANCES

FOR SUBURB
FARM AND TOWN

Utility-Gas®

"FOR BETTER LIVING"

New England's No. 1 LP-Gas Fuel for Cooking,
Water Heating, Room Heating, Refrigeration

"FOR INFORMATION CALL"

Harvey S R Co
1052 Washington Gloucester-1076-M

Gas Companies

Haverhill Gas Co Central Ipswich-78
Nights Saturday PM Sundays Holidays

From telephones in Essex
ask "Operator" for Enterprise-5423
No charge on Enterprise calls

From all other telephones
ask "Operator" for Haverhill DR ake 4-6311
Regular charge on these calls

NORTH SHORE GAS CO
96 Main Gloucester-1250

Nights Sat Sun Holidays
ask "Operator" for Enterprise-5505
No charge on Enterprise calls

Gasoline Service Stations

Adams Serv Sta 73 Essex Av Gloucester-4296
Arthur's Filling Station 319 Main Gloucester-4355
Automotive Distributors Inc

290 Main Gloucester-4777
Bass Rocks Oil Co 65 Perkins Gloucester-2227
(See Advertisement This Page)

Burnham Wm S 417 Main Gloucester-1429
Curley's Esso Station 85 Washington Gloucester-789

D & E Service Station Main Essex-18
Foster Oil Co 107 Eastern Av Gloucester-1131
Gove's Gulf Station

132 Washington Gloucester-2607
(See Advertisement This Page)
Lattof's Oil Serv 8 Cleveland Gloucester-2547
(See Advertisement This Page)

Magnolia Serv Sta 10 Magnolia Av Magnolia-1418
Malen's Service Station

Gas Oils Lubrication Tires & Batteries
123 Washington Gloucester-706
Merit Oil Co 447 Main Gloucester-4320

Rust's Gulf Serv Sta Main Essex-304
Silva's Calso Sta 70 Maplewood Av Gloucester-2900

Stevens Safford 149 Main Rockport-660
Strong's Tydol Serv Sta

163 Western Av Gloucester-82
Tally's Service Sta 7 Main Gloucester-773
(See Advertisement This Page)

Welch Oil Serv 119 Rogers Gloucester-1639
Woodruff Serv Sta 18 Railroad Av Gloucester-3264

General Stores

Bearskin Neck Country Store
Tuna Wharf Rockport-2476
Genl Store 20 Main Rockport-3409

Surveys show that two out of three
people in the market to buy have no
firm in mind when they use the
Yellow Pages.

A telephone answering set is a mech-
anical secretary who is always on the
job - no absenteeism, drinks no coffee,
eats no lunch and takes no vacations.



CITIES SERVICE GAS
5 D KOOLMOTOR OIL
LUBRICATION
BATTERIES & TIRES

RANGE & FUEL OILS

FUELS FOR BOATS & TRUCKS

BULK PLANT & STATION 5 PARKER ST.

BASS ROCKS OIL CO.

65 PERKINS Gloucester 2227



Gloucester
2607



GULF Gas & Oil
LUBRICATION

TIRES - BATTERIES
Accessories

132 Washington St.

LATTOF'S SERVICE STATION



ROAD SERVICE



GOODYEAR
TIRES & BATTERIES

Cars Washed & Polished

Pick-up & Delivery

SERVICE STATIONS AT

367 Main St. - S Cleveland St.

LATTOF'S OIL SERVICE GLOUCESTER 2547

TALLY'S Service Station

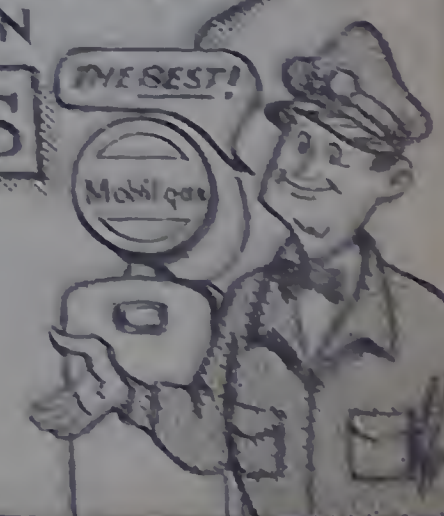
AAA Official Service
WASHING - POLISHING
LUBRICATION

MOBIL PRODUCTS

— FAST —
24 HR. WRECKER SERVICE

Cor. Main and Rogers Sts.
"Gloucester's Busiest Corner"

GLOUCESTER 773



Gift Shops

Blue Lantern The Bearskin Neck Rockport-3359
Edgren Studio 73 Rocky Neck Av Gloucester-3418

FRIENDLY SHOP

Cards-Jewelry-Toys-Linens
Stationery Complete Line
Of Gourmet Items & Jellies
11 Main Rockport-917

HARADEN HOUSE

Gift Wrappings-Jewelry-Greeting Cards
14 Leonard Gloucester-5015
Joseph's Gift Shop
65 Maplewood Av Gloucester-6143

LaPetite Gallery
37 Rocky Neck Av Gloucester 3566
Gloucester-64

MAC LEOD'S UNUSUAL GIFT SHOP

Distinctive Imported Gifts
8a Main Rockport-3337
Rockport-3502
Modern Shop 4 Bearskin Neck
Pink Seahorse Gift Shop
Special Line Of Hand Painted China
Cut Glass & Antiques
77 Main Rockport-2625
Gloucester-1308
Richard's 121 Main Gloucester-3756
Sandler's Jewelers 136 Main
Studio The 9 Mt Pleasant Rockport-2820

TOWN SHOP

DECORATIVE ACCESSORIES - GIFTS,
ARTS & CRAFTS
SILVER - CRYSTAL - CHINA -
WEDDING PRESENTS
MODERN CASUAL FURNITURE & LAMPS
INTERIORS, FABRICS AND
WALLPAPERS
23 Central Manchester-540

Wade's 114 Main Gloucester 48

Glass

CAPE ANN GLASS CO 216 Main Gloucester-4732
(See Advertisement This Page)
Cunningham Paint Co 55 Main Gloucester-3132
Essex Plate Glass Co 555 Lynnway LYnn 8-2050

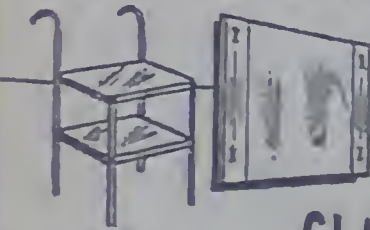
NORTH SHORE GLASS & MIRROR CO

Curved Styles of
Auto Windshields & Back
Glass In Stock
Replaced By Experts
Modern Visual Store Fronts
Insurance Replacements - Glazing Contractor
Nites 12 Savoy Rd. Salem-7988
111 Canal Salem-1131

Glass—Automobile

Cape Ann Glass Co 216 Main Gloucester-4732

**Cape Ann
GLASS CO.**



GLASS

for every purpose

AUTO GLASS set while you wait
FURNITURE TOPS - STORE FRONTS, GLASS
SHELVES - MIRRORS RESILVERING
MIRRORS - TOURAINE PAINTS,
VARNISH - ENAMELS

GLoucester 4732

216 Main St.
Nights, Sundays
Holidays
R. Sallah
968-W

Glass—Stained

Burnham Wilbur Herbert
High Popples Rd Gloucester-3000

Glue

LePage's Inc Essex Av Gloucester-1500
Rogers Isinglass & Glue Co
210 Eastern Av Gloucester-3132

Golf Courses

Rockport Golf Club 60 South Rockport-3340

Government—Municipal & County

Gloucester City of
Assessors Dale Av Gloucester-3300
Audtr Dale Av Gloucester-3300
Bldg Inspctr Dale Av Gloucester-3300
City Clerk Dale Av Gloucester-2500
City Home Hospital Emerson Av Gloucester-4300
Director Of Public Wks Dale Av Gloucester-5300
Engr Dale Av Gloucester-4300
Fire Dept
Central Fire Sta School Gloucester-1300
Ofc Chief Engr School Gloucester-1500
Forest Fire Dept
Fire Warden Emerson Av Gloucester-4900
Health Dept
Dent Clinic Dale Av Gloucester-2500
Highway Dept off Poplar Gloucester-5900
Mayor Dale Av Gloucester-4300
Old Age Assistance Dale Av Gloucester-1100
Police Dept
Police Sta Duncan Gloucester-4300
Purchasing Agt Dale Av Gloucester-3300
School Dept
Adm Ofc Dale Av Gloucester-6000
Sewerage Dept
Ofc 10 Procter Gloucester-8000
Pumping Station Western Av Gloucester-5900
Tax Coll Dale Av Gloucester-9100
Treasurer Dale Av Gloucester-3800
Veterans Benefits Dale Av Gloucester-1200
Water Dept
Ofc 10 Procter Gloucester-5900
Welfare Dept Dale Av Gloucester-2200

Gravel

See also Sand

Balzarini Lino 87 Riverdale Pk Gloucester-2300
Balzarini Mario E 43 Curtis Rockport-3400
Hagstrom Co Inc
rr 241 Eastern Av Gloucester-3100
Julian Bros 99 Essex Av Gloucester-3400

Greases

MOBIL MARINE & INDUSTRIAL GREASES—

SOCONY MOBIL OIL CO INC
445 Chelsea East Boston Mass
From telephones in
Gloucester Magnolia & Rockport
ask "Operator" for Enterprise-5600
No charge on Enterprise calls
From all other telephones
ask "Operator" for Salem-0600
Regular charge on these calls

Greenhouses

Curtis S Sons 272 Washington Gloucester-3010
Tufts Ellen 15 High Rockport-1500

Greeting Cards

Friendly Shop 11 Main Rockport-5100
Mariners Bookstall Dock Sq Gloucester-2100
Wade's 114 Main Gloucester-4800

Greeting Cards—Mfrs & Whol

Curhan Co 14 Pleasant Gloucester-1700

Eye-shop the Yellow Pages.

GLOUCESTER

Grocers

Bass Rocks Grocery 20 Haskell Gloucester-2685
Bob's Mkt 1 Webster Gloucester-2669
Carr Jas W Jr 64 Washington Gloucester-810
Corkum's Mkt 274 Washington Gloucester-4250
Ernie's Market 67 Broadway Rockport-2822
Favazza Frank P

Grocer & Trine Delivery Service
37 Commercial Gloucester-1618
Fernwood Grocery 215 Essex Av Gloucester-760
First National Stores Inc 37 Main Rockport-3425
Fratck's Mkt 512 Essex Av Gloucester-973
Friend Street Mkt 21 Friend Gloucester-903
Gloucester-4192

Harrell's Grocery Store 28 Eastern Av Essex-340-2
Hildonen's Mkt
Choice Meats Groceries & Delivery Service
1084 Washington Gloucester-202

Jensen's Mkt
Chicken & Pigeon Grain
41 Warner Gloucester-4494

Johnson's Mkt
Fresh Meats Groceries & Delivery Service
10 Forest Rockport-543
Ketchopulos Mkt 19 Bway Rockport-3486
Kyroutz Bros Mkt 35 Sargent Gloucester-682
Lord Ernest R 1 Martin Essex-73
Low's Nation-Wide Mkt Main Essex-70
Magnolia Food Mkt Cole Sq Magnolia-1550
Marty's Clover Farm Store
96 Washington Gloucester-3600

Mitchell Tony Grocery Store
Groceries Fresh Vegetables Daily Provisions
Open Every Day
185 Washington Gloucester-161

Nickas' Mkt
Delivery Service
156 Prospect Gloucester-3165

Oliver's Market 158 E Main Gloucester-712
Pat's Center Grocery Store
Fresh Meats-Vegetables & Fruits
Delivery
49 Washington Gloucester-3437

PETER'S VARIETY STORE
S S Pierce Products
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Delivery Service
Granite Rockport-2012

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Cold Meats Groceries Fruits-Delivery
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Viator Albert 740 Washington Gloucester-3112
Virgilio's Italian Groceries 29 Main Gloucester-5295
West End Italian Grocers
Italian & American Meats & Groceries
38 Main Gloucester-6186

Wood Stanley A
Cold Cuts-Fruits & Ice Cream
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S & Q Sugar Co 9 Derby Gloucester-176-R

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BOB'S HABERDASHERY
Bob Kramer-Prop
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Elaine Miss Hair Stylist 35 Main Rockport-991
Kennedy Catherine W 119 Main Gloucester-1013
Margaret's Beauty Shop 30 Main Rockport-2588
Marion's Beauty Shop 123 Main Gloucester-4350 W

GLOUCESTER

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Hairdressers—Continued

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PIERRE-MARCEL INC
FEATURING
INDIVIDUAL CUTTING

7 Main Av
7 Seabury
BOSTON SALON
Boston 72 Massachusetts 6-2100
Victory Beauty Salon 115 Main Gloucester-3900

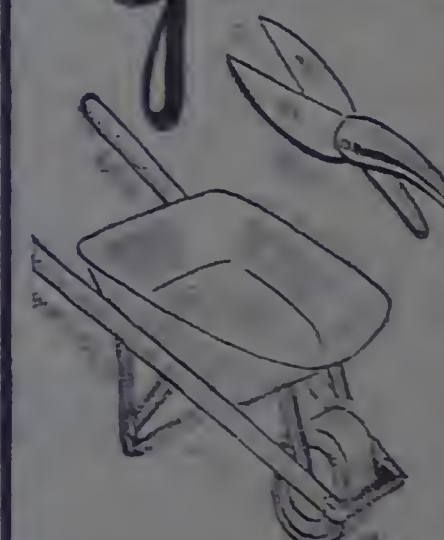
Halls & Auditoriums

100 F Hall 111 Main Gloucester-4000

Hardware—Retail

Cunningham's Marine Supplies & Hardware
211 E Main Gloucester-4300
Gloucester Supply Co 122 Main Gloucester-3800
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Gray Chas J & Son Inc 220 Main Gloucester-3800
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No charge on Enterprise calls
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2 Gloucester-1000
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50 Main Gloucester-3700
Smith L E Inc 41 Main Rockport-5200
WISE'S HARDWARE
79 Washington Gloucester-4501
(See Advertisement This Page)

Gloucester



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GARDEN SUPPLIES
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PAINTS - TOOLS
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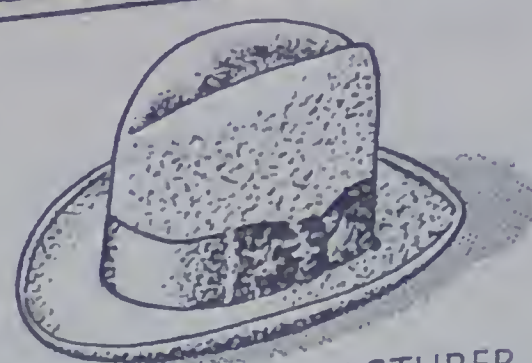
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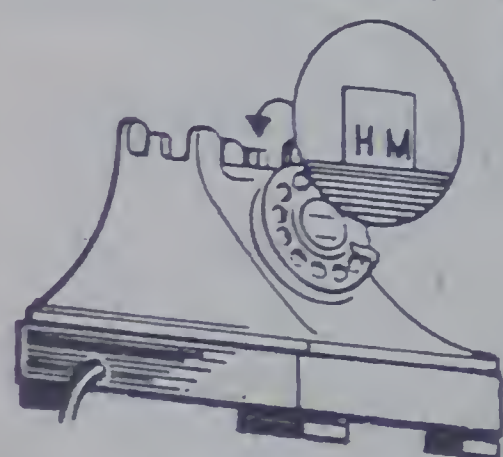
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BIGGS JOHN H 7 Pearce ... Gloucester-1282

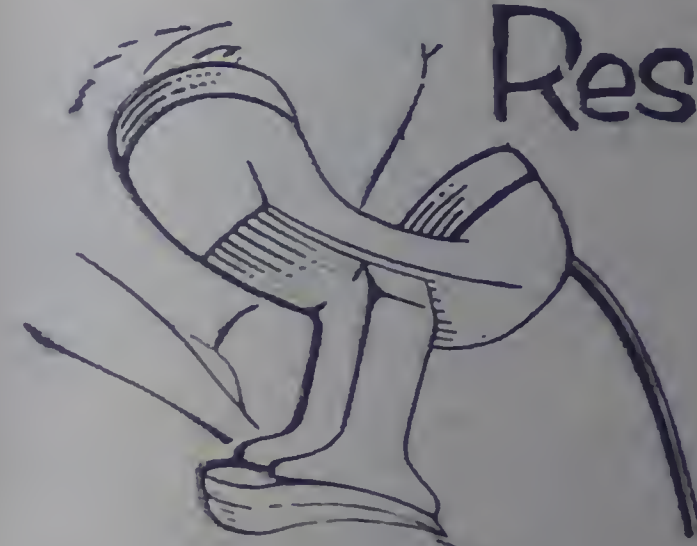
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12 Water

Gloucester-560

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Gloucester-286

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HOWARD JOHN F CO 19 Main ... Gloucester-1268

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rr201 Central Gloucester-5408

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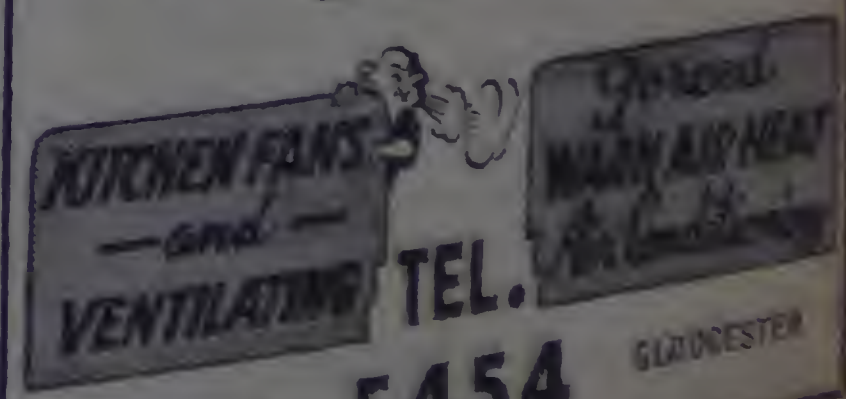
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Annisquam Inn Highland Av. Gloucester-2780
Brynmore Hotel Cambridge Av. Gloucester-2629
Cape Hedge Inn Lands End Gloucester-1420
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51 Eastern Pt Rd. Gloucester-3400
1840 HOUSE 14 Beach. Rockport-2264
FARADAY INN South. Rockport-877
Gables Hotel Inc Fuller Magnolia-1388
Gloucester Traveler Motel
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Hotel Edward Phillips Av. Rockport-2502
HOTEL GLOUCESTER 215 Main Gloucester-185
Long Beach Inn Long Beach Gloucester-3333
Magnolia Lodge Shore Rd Magnolia-1555
Magnolia Manor Hesperus Av. Magnolia-1333
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Employees 14 Fremont Gloucester-5361
Rockholm Lodge Rockholm Gloucester-2914
Gloucester-4068

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(See Advertisement This Page)
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Klotz L E Mrs
158 Mt Pleasant Av. Gloucester-2468
(See Advertisement Preceding Page)

MAHONY G EVERETT INC
46 Pleasant Gloucester-5131
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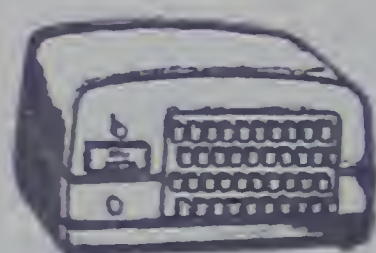
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594 Broadway SA ugus 8-2000

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MacInnis Wm J 79 Middle Gloucester-1042

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Merchant Earle T 201 Main Gloucester-1370

Raymond Sumner Low Main Essex-5-3

Ross Donald J 128 Main Gloucester-4344-W

Sandler Solomon 191 Main Gloucester-3234

Shine Warren S 195 Main Gloucester-6030

Smith Homer H 120 Main Gloucester-889

Tarr Frederick H 111 Main Gloucester-46

Tartas Philip 120 Main Gloucester-4383

Whalen Sylvester F 195 Main Gloucester-4280

Wonson Carlton W 79 Middle Gloucester-1042

Letter Service

Business Aid Shop 208 Essex Salem-2836

Making a major purchase? The Yellow
Pages give you the better dealers to
call.

See front pages for
complete dialing instructions

Libraries

Sawyer Free Library 88 Middle Gloucester 376

Lighting Fixtures

KING A J JR 11 South
(See Advertisement This Page) Rockport-2509

Lightning Rods

Boston Lightning Rod Co 1185 East DE dham 3-2807
Franklin Lightning Rod Co
Free Estimates-Call Collect Today
341 Franklin RE ading 2-2359

Linen Supply Service

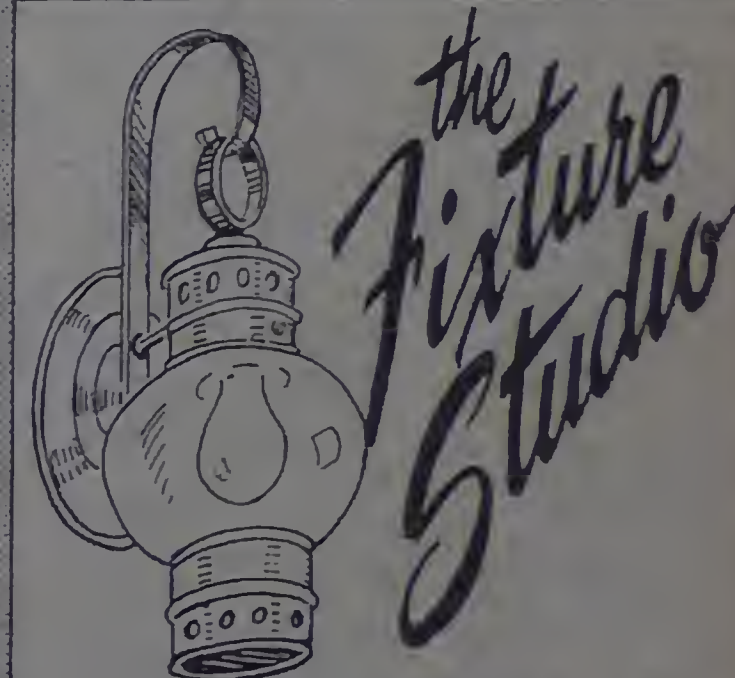
MITCHELL'S COAT & TOWEL SUPPLY
Warwick Rd Gloucester-971
MORGAN LINEN SERVICE INC
9 Hubbard MA Iden 4-1120

Lingerie

Favorite Specialty Shop
11 Washington Gloucester-692-W

Mobile telephone signalling service
provides one-way service by which a
regular telephone user can signal an
operator of a mobile unit to comply
with pre-arranged instructions.

One good turn is to the Yellow Pages;
another is to tell the man you found
him there.



A. J. KING, Jr.

LIGHTING FIXTURES

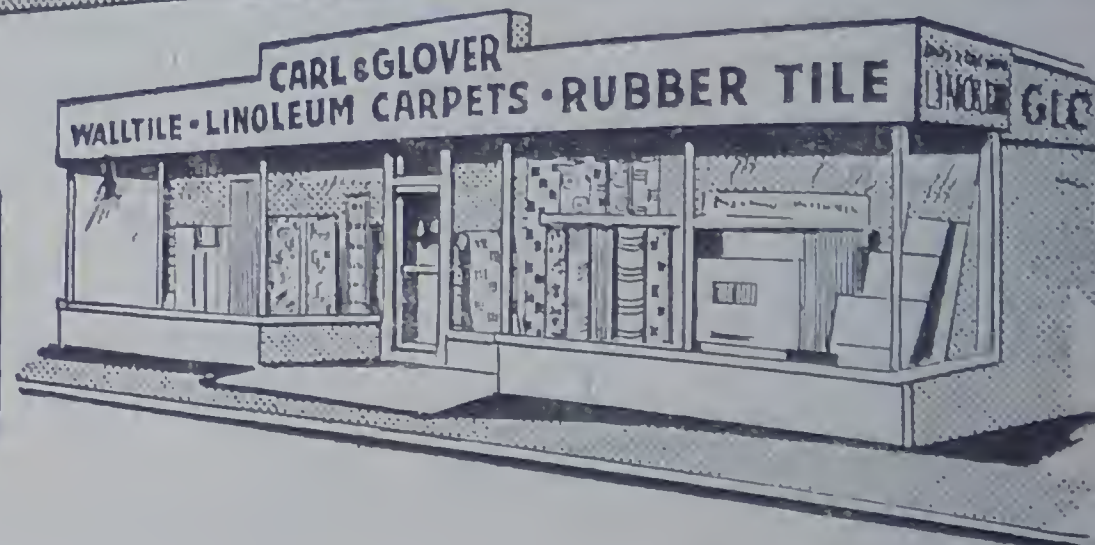
the finest assortment of
modern and colonial fixtures
for you to
choose from

AMPLE FREE
PARKING AREA

2509
ROCKPORT
11 SOUTH ST.



CARL & GLOVER



Church Tile
PLASTIC WALL TILE

GOOD LINOLEUM deserves GOOD INSTALLATION

FREE ESTIMATES... EXPERIENCED MEN
GET OUR PRICE BEFORE YOU BUY!

WILTON CARPETS
by HOLMES

397 MAIN STREET

IN BEVERLY 6217

GLOUCESTER 3940

Complete Stock
LINOLEUMS
FLOOR & WALL TILES
WALL TO WALL
RUGS & CARPETS
EXPERT
INSTALLATIONS
161 MAIN ST.
NORTH SHORE FURNITURE CO.
GLOUCESTER 94

**Extension
Telephones**



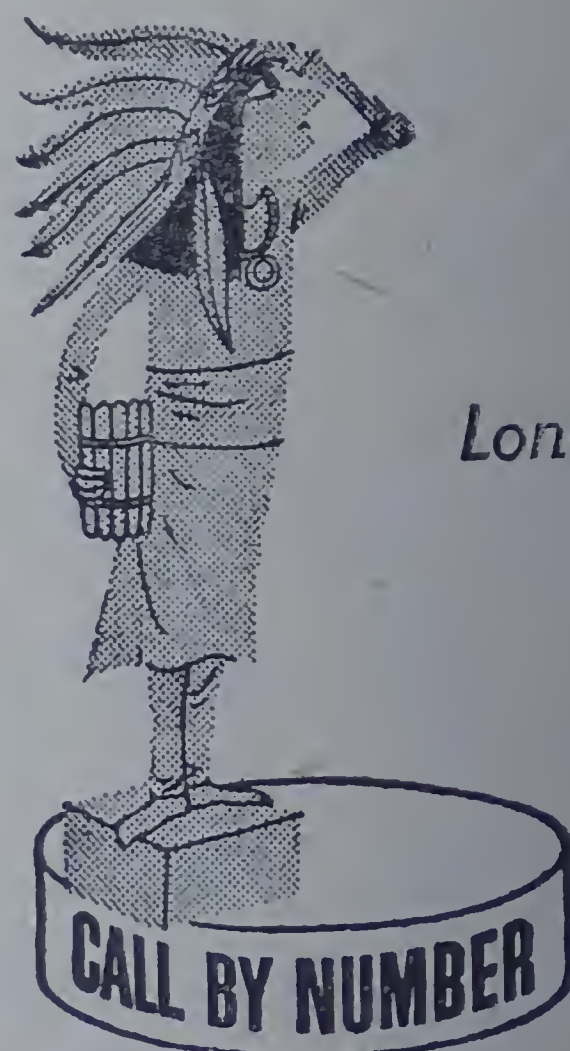
For Details Call Your Telephone Business Office

Your guide to

FASTER

Long Distance

Service



**NEW ENGLAND
TELEPHONE & TELEGRAPH
COMPANY**

Linoleum

Carl & Glover
397 Main Gloucester-3940
From telephones in Essex
ask "Operator" for Enterprise-5785
No charge on Enterprise calls
From all other telephones
ask "Operator" for Gloucester-3940
Regular charge on these calls
(See Advertisement Preceding Page)
Elliott's 195 Main Gloucester-5133

HALLMARK FLOORING INC

CUSTOM INSTALLATIONS
LINOLEUM & TILE FLOORS OF ALL TYPES
CERAMIC & PLASTIC TILE WALLS
FORMICA COUNTER TOPS
FREE ESTIMATES & PLANNING

284 Cabot Beverly-4304

Met Fine Furniture Inc 207 Main Gloucester-3050
North Shore Furniture Co 161 Main Gloucester-94
(See Advertisement Preceding Page)
Sears Roebuck and Co 83 Main Gloucester-1300

TOMPKINS C F CO

LINOLEUM - RUBBER &
ASPHALT TILE

Installed by Factory Trained
Experts

67 Middle Gloucester-880

Linoleum—Continued

TRAFTON'S LINOLEUM SHOP

LINOLEUM - WALL TILE
CORK TILE

"For A Floor With The Look of Wood"

Willard C Trafton Pres

32 Mt Pleasant Portland-2507

Liquors—Retail

BROWN'S MKT & EAT Gloucester-122
Cape Ann Pub Store Inc
30 Railroad Ave Gloucester-255
Collins Package Store Inc
575 Main Gloucester-1490
Jerry's Tavern 31 Essex Gloucester-759
Liquor Locker The 263 Main Gloucester-630
(See Advertisement Preceding Page)
Londregan Henry E Co 413 Main Gloucester-335
Mariners Food Shop 123 E Main Gloucester-5325

CONTINUED NEXT PAGE

Lamps and visual signals are available
for your telephone service. Customers
with more than one telephone line find
them of great value in determining
which line to answer.

150,000 businesses in five New England
states advertise in these Yellow Pages -
do you?

Yellow Pages ads have pull.

THE Liquor Locker

Offers More Convenience
To You



ICE CUBES



- ★ **GREAT SELECTION**
The usual or the unusual
- ★ **FREE PARKING**
with drive-in rear entrance
- ★ **FREE DELIVERY**
all over Cape Ann
- ★ **GIFT WRAPPING**
For all occasions
- ★ **PARTY SHELF**
Imported & Domestic hors d'oeuvres

OPEN 8 A.M. till 11 P.M.

263 MAIN ST.
GLOUCESTER 630

Liquors—Retail—Continued

McCarthy's Package Store Inc.
91 Washington Gloucester-1640
Mitchell's Lunch 2 Porter Gloucester 5070
Moody's Package Store Inc.
258 Main Gloucester-2845
(See Advertisement This Page)

MOOTER'S PACKAGE STORE
"MOOT" ALBERT - "RUSS" O'MALEY
LIQUORS - BEERS - ALES
WINES
GOOD PARKING
&
FREE DELIVERY
NEAR THE FISH PIER
14 Parker Gloucester-941

RICH C H & CO INC 20 Main Gloucester-73
(See Advertisement This Page)

SOMERS JAMES V & CO INC

LIQUORS - WINES
BEERS
Delivery Service

24 Hancock Gloucester-382

A compass leads you through the woods—these pages lead you to the goods! For faster service, use the Yellow Pages.

Moody's
PACKAGE STORE
inc.
S.S. PIERCE CERTIFIED
RETAILER
Wholesale & Retail
IMPORTED LIQUORS & CORDIALS
PROMPT DELIVERY SERVICE
258 MAIN ST.
Call Gloucester 2845

Charles H. Rich
and COMPANY, Inc.
BOTTLED LIQUORS
COLD BEER & WINES
ICE CUBES
Free Delivery
20 MAIN ST.
Gloucester 73

Liquors—Whol

Capital Distributing Co. off Essex
Merrimack Valley Distributing Co. Andover-2030
30 Carver Lawrence MU rdock 3-7134

WHITEHALL CO LTD

IMPORTERS
AND
DISTRIBUTORS

90 Berkeley Boston LI herty 2-2800

Lithographers

Baycraft Press 11 Hickory Gloucester-2819

Loam

Balzarini Lino 87 Riverdale Pk Gloucester-2986
Balzarini Mario E 43 Curtis Rockport-3489
Lattof Albert F 183 Main Rockport-631
Remick Albert R 80 Main Rockport-2600

Loans

BENEFICIAL FINANCE CO

222 Cabot Beverly-250
64 Washington Salem-5460
(See Advertisement Next Page)

CAPE ANN NATIONAL BANK

154 Main Gloucester-5300
(See Advertisement Next Page)

GLOUCESTER NATIONAL BANK OF GLOUCESTER

Personal Business & Mortgage Loans
185 Main Gloucester-610
GLOUCESTER SAFE DEPOSIT & TRUST CO
191 Main Gloucester-31
(See Advertisement Next Page)

PERSONAL FINANCE CO

see Beneficial Finance Co
PUBLIC LOAN CO 144 1/2 Main Gloucester-4005
(See Advertisement Next Page)

Mobile telephone signalling service provides one-way service by which a regular telephone user can signal an operator of a mobile unit to comply with pre-arranged instructions.

A real convenience for bedrooms, nurseries, dark hallways - a telephone on which the dial is automatically illuminated whenever the handset is removed from the cradle.



busy?

You can save time on
Long Distance calls
when you

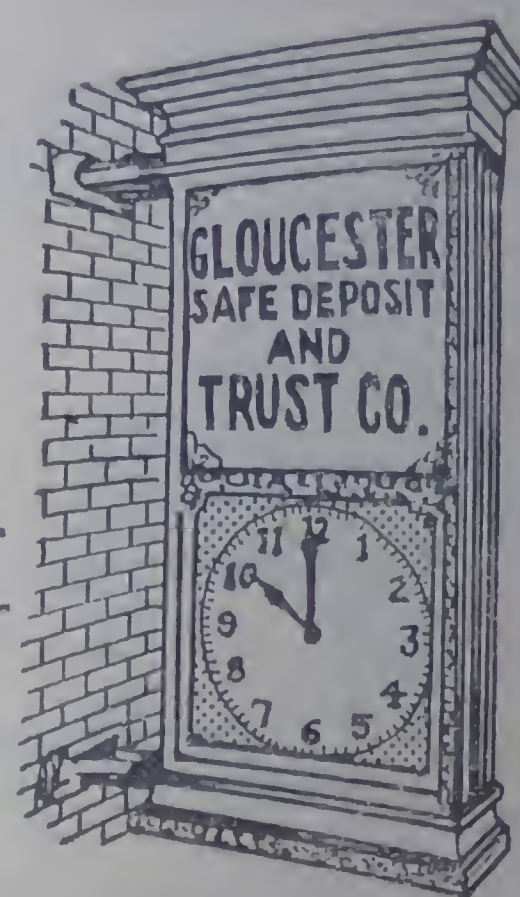
CALL BY NUMBER

NEW ENGLAND
TELEPHONE & TELEGRAPH COMPANY

GLOUCESTER
SAFE DEPOSIT
AND
TRUST CO.

191 MAIN ST.

FORM THE HABIT
OF SAVING
REGULARLY



COMPLETE BANKING SERVICES

FOR ALL YOUR
BANKING NEEDS

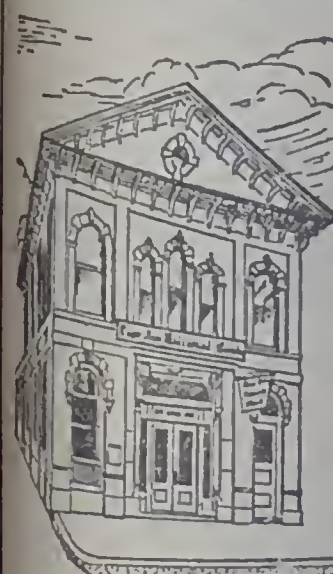
PROMPT COURTEOUS SERVICE

MEMBER FEDERAL DEPOSIT
INSURANCE CORP.
FEDERAL RESERVE SYSTEM

CALL US FOR ANY INFORMATION

GLOUCESTER 31

Cape Ann National Bank



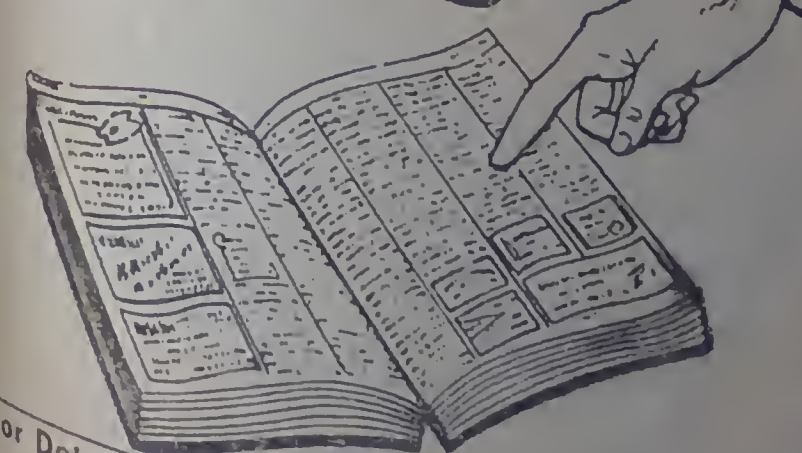
Member Federal Deposit
Insurance Corporation

COMPLETE
BANKING SERVICE

- CHECKING ACCOUNTS
- MORTGAGE LOANS
- SAVINGS ACCOUNTS
- CLUB ACCOUNTS
- TRAVELERS' CHECKS
- BUSINESS LOANS
- PERSONAL LOANS
- SAFE DEPOSIT BOXES

154 MAIN ST.
GLOUCESTER 5300

Special Checking Accounts

Directory
Listings

For Details Call Your Telephone Business Office

See front pages for
complete dialing instructions

COME TO Beneficial
LOANS

Phone Office Nearest You

Get cash quickly—at Beneficial. Get the cash you need to pay medical or dental bills... or for any other worthy purpose. Phone first, give necessary facts about yourself, then complete your loan in one trip to the office.

Phone Beneficial, write or come in TODAY!

NATIONWIDE CASH CREDIT!

Establish your credit at over 950 affiliated offices in U. S. and Canada with a Nationwide Cash Credit Account! No cost to open your Account—no loan necessary. Pay only if you use Account to get cash. Invaluable at or away from home. Apply today!

Personal USE
LOANS up to
\$500 or more
on Signature,
Furniture,
or Car

Beneficial FINANCE CO
(FORMERLY PERSONAL FINANCE CO.)

BEVERLY—222 CABOT ST., 2nd Floor
(Over Grant's) Beverly 250

SALEM — 62 - 64 WASHINGTON ST.
(Next to Bus Terminal) Salem 5460

FOR MONEY



FAST SERVICE

\$25, \$100, \$200, up to \$1500

- for bills, or any other purpose
- On your name only... or other plans... in 1 day.
- Up to 24 months to repay.

Come in or, to save time, phone first

Phone: 4005

PUBLIC LOAN
COMPANY

144 1/2 Main St., Gloucester

Lobsters

Cape Ann Lobster Co. rr197 E Main, Gloucester-5258
(See Advertisement This Page)
CONSOLIDATED LOBSTER CO INC
924 Washington Gloucester-400
DONOVAN'S EDDIE LOBSTER POOL
Bearskin Neck, Rockport-2800
(See Advertisement This Page)
East Gloucester Lobster Pool
95 E Main Gloucester-5481
Enos' Fish Mkt 272 Main Gloucester-4385
GLOUCESTER LOBSTER CO
rr95 E Main Gloucester-4206
Jacobs Daniel L 74 Parker Gloucester-2800

Surveys show that buyers look for authorized dealers in brand name products or services in the Yellow Pages.

Cape Ann Lobster Co.
REAR 197 E. MAIN ST.



WHOLESALE & RETAIL
LOBSTERS
FOR HOTELS AND RESTAURANTS
SHIPPED ANYWHERE

GLOUCESTER
5258

EDDIE DONOVAN'S
LOBSTER POOL



LOBSTERS
&
FRESH FISH

Retail and Wholesale
WE SHIP ANYWHERE
Specializing in
HOTEL & RESTAURANT TRADE

BEARSKIN NECK **ROCKPORT 2800**

**Cut-off
Keys**

For details
call your
Telephone
Business
Office



Lobsters—Continued

MELLOW'S LOBSTER CO
LOBSTERS SHIPPED
ANYWHERE
From
Gloucester, Mass.
To
California
3 Water Gloucester-1600-W

MOORE ROY LOBSTER CO
L. D. VIBERT - Prop.
WHOLESALE & RETAIL
LOBSTER
Bearskin Neck Rockport-696

Symonds Retail Lobsters
Live-Cooked & Lobster Meat
Main Essex-468-3
Woodman L H Main Essex-22

Locksmiths

Doucette Edw 252½ Main Gloucester-4539
Whitmarsh Store 50 Main Gloucester-47

Lumber

BUILDING CENTER STORES
89 Duncan Gloucester-3060
Essex Lumber Co Southern Av Essex-143
GLOUCESTER BLDG SUPPLY CO INC
12 Cleveland Pl Gloucester-4900
(See Advertisement Next Page)
GROSSMAN'S OF NO SHORE INC
2 Washington Ipswich-1060
(See Advertisement on Page 58)
NAUMKEAG LUMBER CO INC
138 Canal Salem-6340
CONTINUED ON PAGE 58

A real convenience for bedrooms, nurseries, dark hallways - a telephone on which the dial is automatically illuminated whenever the handset is removed from the cradle.

Need service in a hurry? Use these Yellow Pages - quickest way to find what you need.

**Directory
Listings**



For Details Call Your Telephone Business Office

LUMBER
and
**BUILDING
MATERIALS**
FOR PROMPT
DELIVERIES
throughout



CAPE ANN

call Gloucester 4900

DOORS - WINDOWS - PLYWOOD
SHEETROCK - FLOORING - ROOFING
BUILDERS' HARDWARE - PLUMBING SUPPLIES
also Complete Line of Second-hand Building Materials * Open All Day Saturday

GLOUCESTER
BUILDING SUPPLY CO., INC.

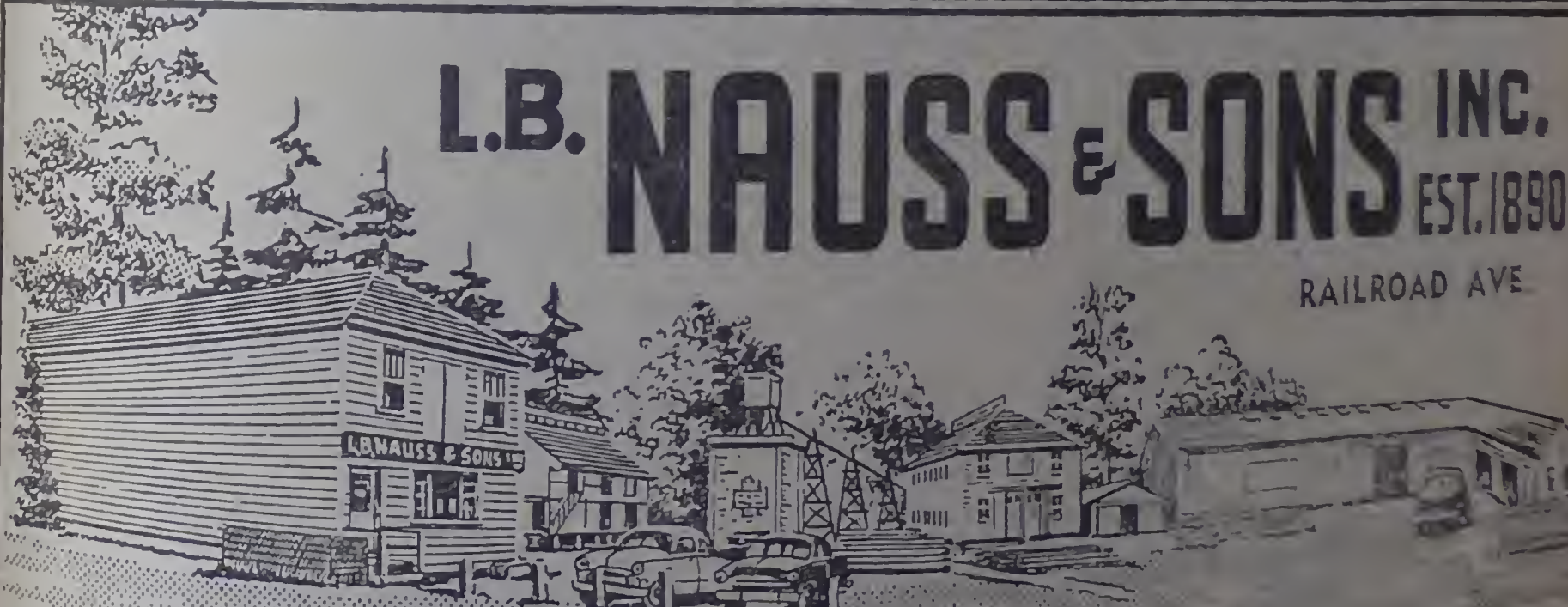
12 CLEVELAND PLACE

DIRECTIONS - CLEVELAND PLACE IS

OFF CLEVELAND STREET WHICH IS OFF MAPLEWOOD AVENUE

tel. Gloucester 4900

L.B. NAUSS & SONS INC.
EST. 1890
RAILROAD AVE.



LUMBER • BUILDING MATERIAL

PAINT SUPPLIES

BUILDERS TOOLS
& SUPPLIES

DOORS and
WINDOWS

KITCHEN CABINETS
& WALL TILE

FLOORING • SHINGLES

ROOFING • GUTTERS

SHEETROCK

PLYWOOD

MASONS'
SUPPLIES

Phone
Gloucester
195

Lumber—Continued

Nauss L B & Sons Inc Railroad Av Gloucester-195
(See Advertisement Preceding Page)
Smith J Raymond Inc 17 Railroad Av. } Rockport-2229
(See Advertisement This Page)

TEDFORD & MARTIN INC
Complete Line of Building Materials Ipswich-903
Brown Sq

Lumber—Used

Gloucester Bldg & Wrecking Co
See Advertisement Under Building Wrecking
12 Cleveland Pl Gloucester-4900

A Yellow Pages ad means \$\$ in your cash register.



It's
GROSSMAN'S
EST. 1896
for **LUMBER**

Come To Us With All Your Building Problems
EVERYTHING TO BUILD WITH
LUMBER • ROOFING • HARDWARE
PLUMBING SUPPLIES • WALLBOARD
PAINT • DOORS & WINDOWS
INSULATION MATERIALS
STORM DOORS & WINDOWS
MODERN KITCHENS & CABINETS
EASY BUDGET PLAN
DELIVERIES THROUGHOUT THIS AREA
GROSSMAN'S OF NO. SHORE INC.

TEL. **IPSWICH 1060**
2 WASHINGTON ST.

J. RAYMOND Smith
INCORPORATED
17 RAILROAD AVE.

LUMBER
BUILDING MATERIALS
ROOFING MATERIALS
PAINT • HARDWARE • GLASS
ROCKPORT
2229
2276



Machine Shops

BALSER ARTHUR E CO
SHAFT & PROPELLER
SERVICE
BUILDING UP - CUTTING DOWN
REPITCHING
BALANCING - UP TO NINE FOOT
WELDING
206 Bridge Salem-0077

Beacon Marine Basin Inc
211 East Main Gloucester-2380
Fisk Products Inc 11 School Rockport-2645
Gloucester Machine Shop Corp
rr 45 Wharf Gloucester-1450
Independent Machine Co Wharf Gloucester-280
MURMAC MANUFACTURING CO
80 Grove Gloucester-1360

Machinery—Used

Kershaw Raymond 37 Rogers Gloucester-4084

Magicians' Supplies

George's Stamp & Joke Shop
13 Andrew LY nn 8-9564

Mail Advertising Service

Business Aid Shop 208 Essex Salem-2836

Marine Engines

COOPER-BESSEMER CORP
MARINE
and
STATIONARY DIESEL
ENGINES
L. C. McEWEN, Dist. Mgr.
21 Water Gloucester-2490
Res L C McEwen Gloucester-106

Marine Engines—Repairing

Burnham & Thomas Norwood Ct Gloucester-4176

GLoucester MACHINE SHOP CORP
REPAIRS AND SUPPLIES
PEDRICK PISTON RINGS
NUGENT OIL FILTERS
BRONZE BUSHINGS
GOODRICH RUBBER BEARINGS
KINNEY CLUTCH PARTS
GATES - PULLEYS - BELTING
rr45 Wharf Gloucester-1450

Independent Machine Co
We Repair & Install Marine Engines
Machine Shop Service
Wharf Gloucester-280

A telephone credit card is honored at any telephone. It saves you coin-changing troubles and avoids embarrassment when calling from your customer's office.

Teletypewriter customers type back and forth on the same connection, making inquiries and receiving immediate replies.

Marine Equipment & Supplies

Annisquam Mkt 33 River Rd Gloucester-3070
Burke Supply Co 135 Rogers Gloucester-2839
Burnham & Thomas Norwood Ct Gloucester-4176
(See Advertisement This Page)
Capt Bill's Marine Hardware Supplies
15 Parker Gloucester-5574
Capt Bill's Marine Hardware Supplies
Bearsden Nk Rockport-3461
Cunningham's Marine Supplies & Hardwares
211 East Main Gloucester-4300
Gloucester Yacht Yards Inc
Montgomery Pl Gloucester-3701-W
INDUSTRIAL BLACKSMITH SHOP
107 Eastern Av Gloucester-3760
Lafond Wm Fish Net & Twine Co
Marine Hardware Rope & Twine
11 Rogers Gloucester-3834
PETERSON LAWRENCE N
Successor To L E Smith Plumbing & Heating
12 Water Gloucester-560
Posner Louis Marine Radio Equip Inc
10 Rogers Gloucester-1173
RAYTHEON MARINE ELECTRONIC
EQUIPMENT—
RAYTHEON MANUFACTURING CO
3 Bruce Place Gloucester-2200

River Boat & Engine Shop Inc
27 River Rd Gloucester-4293

SUBMARINE SIGNAL DIVISION—
RAYTHEON MFG CO
Radar-Submarine Signal Fathometer Depth
Sounders-Radio Telephones-Radio Direction
Finders-Gas Monitors-Sales & Service
3 Bruce Pl Gloucester-2200

WESTERBEKE FISHING GEAR CO INC
52 Duncan Gloucester-3542

Marine Railways

GLOUCESTER MARINE RAILWAYS CORP
9 Wharf Gloucester-2775

GLOUCESTER YACHT YARDS INC
HAULING AND WINTER STORAGE
MARINE REPAIRS - CONDITIONING
PROPELLER SERVICE
MARINE STORE
INTERNATIONAL PAINTS
OUTBOARD RENTALS
TEXACO MARINE PRODUCTS
EAST GLOUCESTER
Montgomery Place Gloucester-3701-W

ROCKY NECK SHIPYARDS INC
9 Wharf Gloucester-2775

Marine Repairs

BEACON MARINE BASIN INC
211 E Main Gloucester-2380
Independent Machine Co Wharf Gloucester-280

Markets

ANNISQUAM MKT
(CHARD & WILKINSON)
FISH IN SEASON
LOBSTERS FROM OUR OWN POOLS
PREMIUM MEATS - FRESH VEGETABLES
DIESEL FUEL
MARINE SUPPLIES & EQUIPMENT
DELIVERY SERVICE
33 River Rd Gloucester-3070

Bob's Mkt 1 Webster Gloucester-2669
BROWN'S MKT 6 Elm Gloucester-112
Cape Ann Mkt 36 Washington Gloucester-2602-W

Shopping for prices? These Yellow Pages list all the firms you should consider.

See front pages for complete dialing instructions

Markets—Continued

Carr Jas W Jr
Meats Italian Groceries
64 Washington
Corkum's Mkt 274 Washington
Ellis Market
Meats Groceries Produce
Berlee
13 Cedar
ERNIE'S MARKET
Meats-Groceries-Produce-Fruit
Delivery Service
67 Broadway

FRIEND ST MARKET
MEATS - GROCERIES
PROVISIONS
DELIVERY SERVICE
Handy of
WESTERN STEER BLET
21 Friend Gloucester-383

George J
Meats Groceries Produce
Delivery Service
178 Washington
Grace's Mkt 78 Friend Gloucester-222
Hildonen's Mkt
Choice Meats Groceries & Delivery Service
1084 Washington Gloucester-282
Jensen's Mkt
Chicken & Pigeon Grain
41 Warner Gloucester-444
Joseph's Meat Market
61 Maplewood Av Gloucester-281

KETCHOPULOS MARKET
Quality Meats & Groceries Delivery Service
19 Broadway Rockport-3446
Kyrout Bros Mkt 35 Seagrave Gloucester-627
Legion Market 355 Main Gloucester-1455
Magnolia Food Mkt Cde St Magnolia 1460

MARTY'S CLOVER FARM STORE
CHOICE MEATS
GROCERIES - FRUITS
VEGETABLES
BAKERY PRODUCTS
FROZEN FOODS
Delivery Service
96 Washington Gloucester-350

McPherson's Community Mkt
2 Andrew Gloucester-2276
National Butchers Co 77 Main Gloucester-2852
Nickas' Mkt
Delivery Service Gloucester-355
150 Pleasant Gloucester-288
Oakes Bros 71 Eastern St

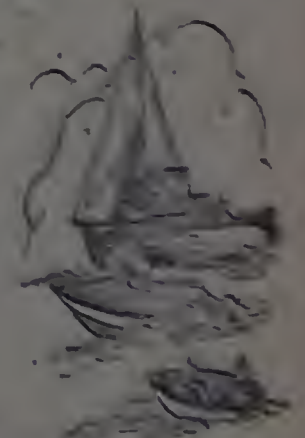
CONTINUED NEXT PAGE

BOAT & YACHT

REPAIRING
STORAGE
PAINTING

CHRYSLER, GRAY
KERMATH, UNIVERSAL
MARINE ENGINES
G.M. (General Motors) DIESELS
ESSO MARINE PRODUCTS
ICE - WATER - STOVE FUELS

BURNHAM & THOMAS
YACHT YARD
GLOUCESTER 4176
NORWOOD CT



Markets—Continued

OLIVER'S MARKET

QUALITY
MEATS - GROCERIES
VEGETABLES - PROVISIONS
DELIVERY SERVICE

168 E Main.....Gloucester-712

Pat's Center Grocery Store
49 Washington -Gloucester-3437

Railroad Av Market
Groceries Meats Vegetables Fruits Delivery
273 E Main Gloucester-2417

Reliable Meat Market
Meats Groceries Provisions-Free Delivery
50 School -Gloucester-255

FAULK BROS.

INC.

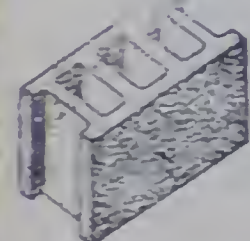
MASONRY WORK OF ALL KINDS

PLASTERING
BRICK
CEMENT
STONE &
TILE WORK

★ ★ ★



OUTDOOR FIREPLACES & FLAGSTONE WALKS



CONCRETE AND
CINDER BLOCK WORK

FREE ESTIMATES

35 WHITTEMORE ST.

TEL.

GLoucester 1771



Stock time
MATERNITY CLOTHES..

exclusively

Maternity Shop
OF BOSTON

SUITS • DRESSES • LINGERIE
NEGLIGÉES • SPORTSWEAR

SALEM 1942

137 ESSEX STREET

Markets—Continued

ROCKPORT MARKET

MEATS - GROCERIES
FROZEN FOODS

Free Delivery

13 Dock Sq

Rockport-2476

ROLAND'S MARKET

MEATS AND GROCERIES
FREE DELIVERY

We Put Up Provisions For
Boats and Yachts

52 FriendGloucester-4092

Salah's Market 9 Sargent.....Gloucester-610

Shofner's Cash Market
64 Gloucester Av Gloucester-4010

Smith Roland H A G Mkt
129 Prospect Gloucester-140

Story A W Co
Delivery Service
GraniteRockport-2011

TRUPIANO'S SUPERETTE
Cold Meats Groceries Fruits Delivery
63 WashingtonGloucester-4521

Walima Market 25 Forest.....Rockport-571

Warner St Market 9 WarnerGloucester-2099

West End Italian Grocers
Italian & American Meats & Groceries
38 MainGloucester-610

White Front Grocery 66 E Main.....Gloucester-501

Witham Karl I 57 Eastern Av.....Gloucester-2000

Masons

Faulk Brothers Inc
35 Whittemore Gloucester-1771

(See Advertisement This Page)

Gronblad Albert A
80 Gloucester Av Gloucester-4000

Hubbard & Purdy 43 Dennison -Gloucester-3359

Huttunen John E 74 CurtisRockport-2011

Morse John RiverviewGloucester-5128

Pratt Chas R 47 BeaconGloucester-140

Masons' Supplies

Nauss L B & Sons Inc Railroad Av Gloucester-195

Massage

Perry Gardner J 10 ChestnutGloucester-2871

Tracy John J 7 Marchant.....Gloucester-3105

Maternity Apparel

CURTIS & SPINDELL CO INC

MATERNITY GIRDLES

BRAS

ELASTIC STOCKINGS

205 OxfordLY nn-5-3510

MATERNITY SHOP

Myrtle Alpers - owner

MATERNITY CLOTHES
EXCLUSIVELY

Dresses - Suits - Skirts - Jackets
Sportswear - Lingerie - Girdles - Bras

OUR ONLY SHOP IN MASS.

4 Central SqLY nn-5-2774

Maternity Shop Of Boston 137 Essex Salem
(See Advertisement This Page)

GLOUCESTER

GLOUCESTER

See front pages for
complete dialing instructions

Mattresses

Gardner Mattress Corp
254 Canal St Ext Salem-1810
(See Advertisement This Page)

Mayonnaise

Countie Francis I
Cain's Mayonnaise-Potato Chips-Cheese
7 Birney Peabody JE ferson 2-1955

Meats—Whol

MONARCH PACKING CO INC
WESTERN DRESSED - BEEF
VEAL & LAMB
Eastern Cut Pork Products
Fresh Pork Cut Daily
On Premises
Only Plant on North Shore offering
This Service
89 MarginSalem-6473

Ray Beef Company {Gloucester-662
26 Railroad Av Gloucester-689
United Beef & Provision Co
137 Pleasant LY nn 3-2230

Milk

Hodgkins Dairy 227 Main.....Rockport-828

HOOD MILK—
HOOD H P & SONS
200 Bridge Salem
From telephones in Gloucester,
Magnolia, and Rockport
ask "Operator" forEnterprise-5259
No charge on Enterprise calls
From all other telephones
ask "Operator" forSalem-0720
Regular charge on these calls

Ipswich Dairy Co Essex Rd.....Ipswich-93
(See Advertisement This Page)
Kerr John 40 Cherry.....Gloucester-590
Trumbull's Dairy 20 Leonard Gloucester-1533
(See Advertisement This Page)
WHITING MILK CO
300 Lafayette Marblehead NE ptune 2-1900

Millinery

Murphy Nell T 12 Pleasant.....Gloucester-2317

Mimeographing

Business Aid Shop 208 Essex.....Salem-2836

Monuments

BARTON A J & SON INC
5 Brown Sq Ipswich-194-M
Tognazzi Bros 36 PoplarGloucester-1661

Mortgages

CAPE ANN NATIONAL BANK
154 Main Gloucester-5300
CAPE ANN SAVINGS BANK
109 Main Gloucester-246
GLOUCESTER CO-OPERATIVE BANK
85 Middle Gloucester-1028
Rockport Natl Bank 28 Main Rockport-516

Surveys show that buyers are attracted
to well-planned, attractively-illustrated
ads in the Yellow Pages.

Making a major purchase? The Yellow
Pages give you the better dealers to
call.



MATTRESS CORP.

ALAN J. GARDNER, Pres. & Treas.
CUSTOM BUILT MATTRESSES
& BOX SPRINGS - ANY SIZE
DIRECT FACTORY PRICES

YOUR OLD MATTRESSES STERILIZED
& REBUILT LIKE NEW

LICENSED STERILIZING PLANT

Sacroiliac Mattresses for Ailing Backs

BEDS - SPRINGS - DIVANOLAS

Hollywood Beds - Flame-proof Bedding
Foam Rubber Mattresses

FOR HOMES, HOTELS & INSTITUTIONS

Tel. SALEM 1810

FACTORY: 254 CANAL ST., EXTENSION, SALEM

IPSWICH DAIRY CO.

PURE GUERNSEY PASTEURIZED MILK
LOCALLY SUPPLIED BY ARGILLA, FLYING
HORSE & SARACEN
FARMS

PASTEURIZED & BOTTLED
IN OUR NEW MODERN
SANITARY PLANT
HOMOGENIZED MILK
10% BUTTERFAT
CONTENT EX 40% CREAM

DELIVERIES IN
GLOUCESTER - WEST GLOUCESTER
ESSEX - MAGNOLIA

ESSEX ROAD Call Ipswich 93

TRUMBULL'S DAIRY

LOCALLY SUPPLIED BY MEREDITH FARMS
& FOX HOLLOW FARMS

IN SUNSHINE OR RAIN
Our High Quality Products

GRADE A WHOLESALE
MILK RETAIL
OFFICE: 12 REYNARD ST
GLOUCESTER
DAIRY: 20 LEONARD ST.
ANNISQUAM
DAIRY PRODUCTS
TEL. GLOUCESTER
★ 1533 ★

LOCAL & INTERSTATE Movers

VAN SERVICE

M.C. 45910
FURNITURE & PIANO
MOVING
FURNITURE
BOUGHT &
SOLD

285
MAIN
STREET



GLOUCESTER 2520-W

RES. 2520-R

ROBERT C. HILTZ

FORMERLY FORD'S EXPRESS

KELLEY & HAWES CO.

Established 1877

MOVING

PACKING • STORAGE

Home and Office

NORTH SHORE DELIVERIES

We Operate Our Own Storage Warehouse

Call **Winchester 6-1390**

18 PARK STREET, WINCHESTER



ESTABLISHED 1855
PACKING • MOVING • SHIPPING • STORAGE

I. C. C. CARRIERS
FURNITURE BOUGHT & SOLD

BIRD Floor Covering & Art
Squares at 1/2 Price

TEL. GLOUCESTER
121 Rogers St., Gloucester

TEL.
2788
W

GLOUCESTER

Motels

GLOUCESTER TRAVELER MOTEL

MR. & MRS. RODNEY W. DYER - Props.
Located On The Old Essex Rd. - Rt. 121

INDIVIDUAL BATHS
BREAKFAST SERVED DAILY
SCENIC SURROUNDINGS
PLEASANT ATMOSPHERE
CONVENIENTLY LOCATED

612 Essex Av

Gloucester-2502

Long Brier Village Rockport Rd. Gloucester-754
Twin Light Manor Atlantic Rd. Gloucester-3496
Wingaersheek Motel 46 Concord Gloucester-5950

Moth Proofing

Cape Ann Laundry & Dry Cleaning Co Inc
21 East Main Gloucester-524
53 Main Rockport-524

Movers

AERO MAYFLOWER LONG DISTANCE MOVING SERVICE

America's finest! 48-
state service and into
Canada. Modern, com-
pany-owned vans, and
company-trained driv-
ers. Undivided responsibility. Standard I.C.C.
rates. Warehouse agents everywhere. Easy and
Safe.

**AERO
Mayflower**
NATION-WIDE FURNITURE MOVERS

"WHERE TO BUY IT"

DUNN D W CO

Collect Calls Accepted
3175 Wash Boston HA ncock 6-8000

ANDY'S DELIVERY SERV

LOCAL & LONG DISTANCE
MOVING

AGENT FOR
NORTH AMERICAN VAN LINES

19 Pearl Gloucester-3601-W

Boston Gloucester Exp 35 Pearl Gloucester-1678

GREYVAN LINES

Affiliated with
GREYHOUND

- Nationwide Services
- Long Distance Moving
- Local Moving
- Packing • Storage

**GREYVAN
LINES**
ASSOCIATED WITH
BEKINS

"FOR INFORMATION CALL"

Greyvan Lines Inc
We Pay Reverse Toll Charges
442 Main MA Iden 4-8950

HILTZ ROBERT C 285 Main Gloucester-2520-W
(See Advertisement This Page)
Kelley & Hawes Co 18 Park Winchester 6-1390
(See Advertisement This Page)
Lattof Albert F 183 Main Rockport-631

There's no business like "show busi-
ness" — and these Yellow Pages
"show" you the businesses in your city.

When people consider buying make
sure they consider you - advertise in
the Yellow Pages.

GLOUCESTER

Movers—Continued

NORTH AMERICAN VAN LINES

"WIFE-APPROVED"
MOVES

Worldwide moving —
land, sea, air. Cour-
teous, dependable serv-
ice. Expert packing,
storing — careful handling. "Follow-thru"
service with 1100 agents in U.S., Canada.



"FOR INFORMATION CALL"

ANDY'S DELIVERY SERVICE

19 Pearl Gloucester-3601-W

NOYES THE MOVER

121 Rogers Gloucester-2788-W
(See Advertisement Preceding Page)

Museums

Beauport Eastern Point Blvd. Gloucester-800
Cape Ann Historical Assn
27 Pleasant Gloucester-455
Sargent Murray Gilman Hough House
49 Middle Gloucester-4505

Dial switchboard service enables your
employees to intercommunicate with
one another without the assistance of
your operator.

Looking for new customers? Advertise
where they look — in these Yellow
Pages.

See front pages for
complete dialing instructions

Nautical Instruments

Submarine Signal Div Raytheon Wg
Co 3 Essex Pl Gloucester-2200

WHITE WILFRID O & SONS INC

Formerly KELVIN-WHITE CO
CERTIFIED COMPANY ADJUSTERS
ALWAYS AVAILABLE

Manufacturers of Navigation Instruments
175 Main St Gloucester-2-3043
Rep Capt U E Brown 11 Garden Rd

Rep Robt E Wicks 8 Canal Rd
Lincoln CL earwater 9-8435

Nets—Mfrs

GOLD MEDAL NETTINGS—
LINEN THREAD CO INC
105 Maplewood Av

Gloucester-5250

Netting—Fish

EDERER DIV-LINEN THREAD CO INC

Fish Netting Mfrs All Kinds
105 Maplewood Av Gloucester-350
Linen Thread Co Inc
105 Maplewood Av Gloucester-5250

A retractile cord is neat. This nine-inch
specially-coiled wire expands to a full
four feet when necessary.

The nearest dealer selling the brand-
name product you want is in the
Yellow Pages.

TELEPHONE FILMS

EDUCATIONAL
ENTERTAINING
INSTRUCTIVE

Available on Loan Without Charge

SCHOOLS
COLLEGES

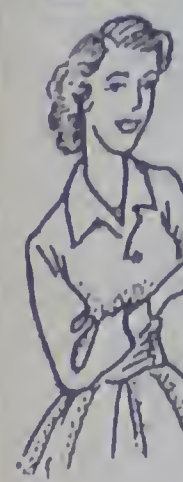
CIVIC GROUPS
SOCIAL CLUBS

FRATERNAL ORGANIZATIONS

CALL YOUR BUSINESS OFFICE

New England
Telephone & Telegraph Company

Wade's OFFICE SUPPLIES



ACCOUNTING BOOKS
LEDGER SHEETS
COMPLETE LINE OF
OFFICE SUPPLIES

FILES - DESKS
CHAIRS

FOR ALL YOUR OFFICE NEEDS

Call
GLOUCESTER 48

114 MAIN ST.

NORMAN OFFICE SUPPLY

"EVERYTHING FOR AN OFFICE"

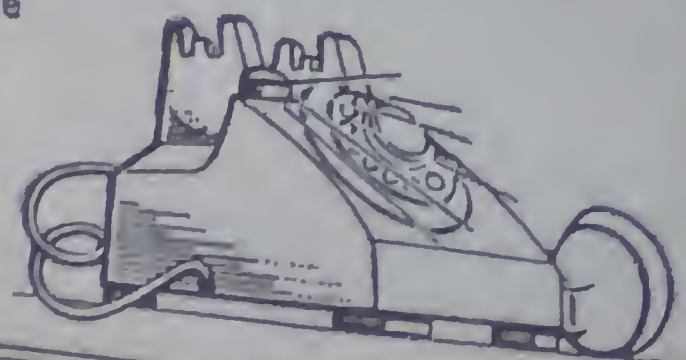
- SAFES • FILING SYSTEMS
- RIBBON & CARBON
- DESKS & CHAIRS
- TYPEWRITERS & ADDING MACHINES

SALES & SERVICE

15 WASHINGTON ST.
GLOUCESTER **Glooucester 827-W**

Illuminated Dial Sets

For details
call your
Telephone
Business
Office



News Dealers

Curtis P L 71 Main Gloucester-2216
Rockport-2216

News Dealers—Whol

Gloucester News Co 38 Taylor Gloucester-226

Newspapers

Gloucester Daily Times 5 Center Gloucester-70
Manchester Cricket 66 Summer Manchester-87

Notaries Public

Hull & Compagnone 201 Main Gloucester-4440

Novelties

George's Stamp & Joke Shop
13 Andrew LY in 8-9564

Nurserymen

CORLISS BROS INC
See Adv Under Landscape Gardeners
Reynard Gloucester-513
KELSEY-HIGHLANDS NURSERY
E Boxford Mass Topsfield TU cker 7-2311

Nurses

Gloucester Dist Nursing Assn
8 Angle Gloucester-1364

Office Furniture

Brunelle Office Equipment Co
11 Gedney, Salem-1536

Office Supplies

Norman Office Supply
15 Washington Gloucester-827-W
(See Advertisement This Page)
Wade's 114 Main Gloucester-48
(See Advertisement This Page)
Wright Margaret B 108 Main Gloucester-1100

Dial switchboard service enables your employees to intercommunicate with one another without the assistance of your operator.

School-to-home telephone service enables shut-in students to obtain a broader education and to participate in school work with the other children.



Short Cut

Here is one
short cut to
answering
your phone

But it's much easier to arrange for an extension telephone wherever you need it by calling your Telephone Business Office

**NEW ENGLAND
TELEPHONE & TELEGRAPH COMPANY**

Oil Burners

Biggs John H 7 Pearce Gloucester-1282

BORGE A F & SON

HEATING & PLUMBING
CONTRACTOR

HOT WATER - WARM AIR HEATING
AMERICAN STANDARD FIXTURES

5 Webster Gloucester-3416-W

BURNER SUPPLY CO INC

364 Rantoul Beverly-5996
(See Advertisement This Page)
Cameron C F 284 Main Gloucester-286

ESSO OIL HEATING EQUIPMENT—

BURSAW OIL CORP
Jefferson Av Salem-4200

HOMART OIL BURNER SALES & SERVICE—

SEARS ROEBUCK AND CO
83 Main Gloucester-1300

Howard John F Co 19 Main Gloucester-1262
(See Advertisement This Page)

MODERN HEATING & VENTILATING CO

Specializing In

MUELLER CLIMATROL

Forced Warm Air Heating

20 Rogers Gloucester-5454

MOVALLI'S RANGE BURNER SERVICE

20 Riverside Av Gloucester-424

NALLY OIL CO

Service on all Makes

24 Hour Service

J. Everett Feener, Service Man

80 Bass Av. Gloucester-300
At Night Call. Gloucester-4849-W

PERRY M R OIL CO

243 Eastern Av Gloucester-2202

PETERSON LAWRENCE N

Successor to L. E. Smith Plumbing & Heating
Sales & Service

- LENNOX
 - ARCOFLAME
 - SHIPMATE
- OIL BURNERS

12 Water Gloucester-560

Teletypewriter service can be used with your own forms for orders, reports, deliveries, etc. As many as six copies can be made by each machine. You receive immediate acknowledgment.

Creative advertising makes people want to buy - Yellow Pages tell them where to buy.

Oil Burners—Continued

PROGRESSIVE OIL CO

FURNACE
POWER BURNERS
Sales & Installations
FREE SERVICE

Commercial Gloucester-2000

150,000 businesses in five New England states advertise in these Yellow Pages - do you?

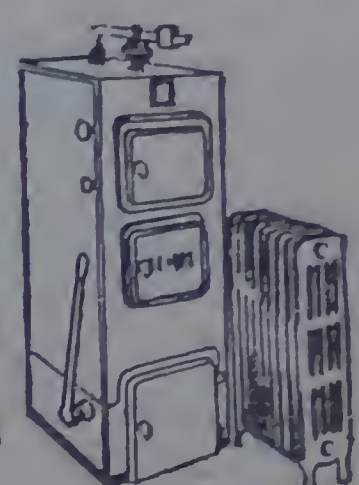
HEATING EQUIPMENT SUPPLIES

GAS

Wholesalers
Distributors
BURNERS
BOILERS
PIPE FITTINGS
OIL TANKS
INSTRUMENTS

OIL

Furnaces
&
Replacement
Parts



BURNER SUPPLY CO. INC.
364 RANTOUL ST. BEVERLY 5996

SYLVESTER D. DEERING

DOING BUSINESS AS

JOHN F. HOWARD CO.

Est. 1903
SALES • SERVICE

GENERAL ELECTRIC OIL BURNERS

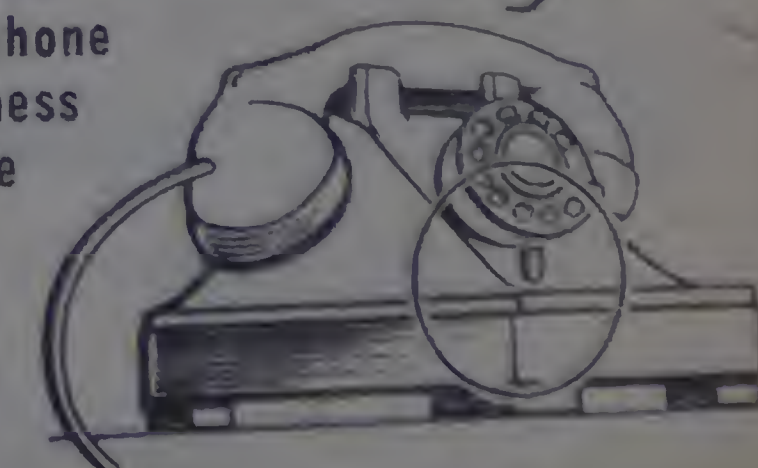


Oil Heat - Gas Heat - Air Conditioning
ELECTRIC CONTRACTORS

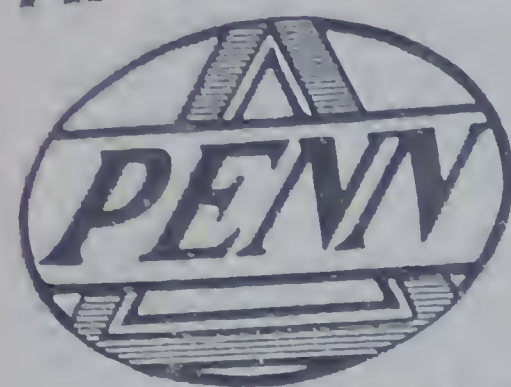
19 MAIN ST. Tel. Gloucester 1262

Cut-off Keys

For details
call your
Telephone
Business
Office



APTT'S ICE & OIL SERVICE INC.

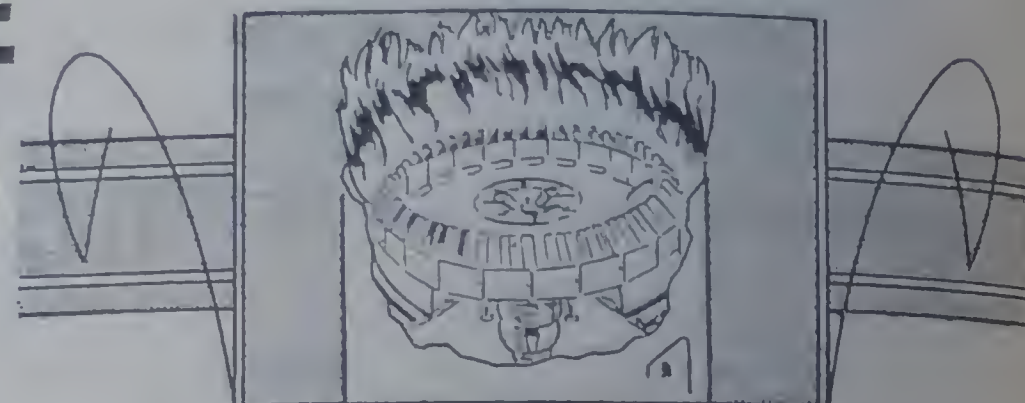


RANGE & FUEL OILS

ICE • GASOLINE & MOTOR OILS

OIL BURNERS
SALES & SERVICE
RANGE BURNERS

TORIDHEET
OIL BURNERS



138 PROSPECT ST., GLOUCESTER

218-W or 218-R

CAPE ANN
ICE & OIL CO.



RANGE & FUEL OILS

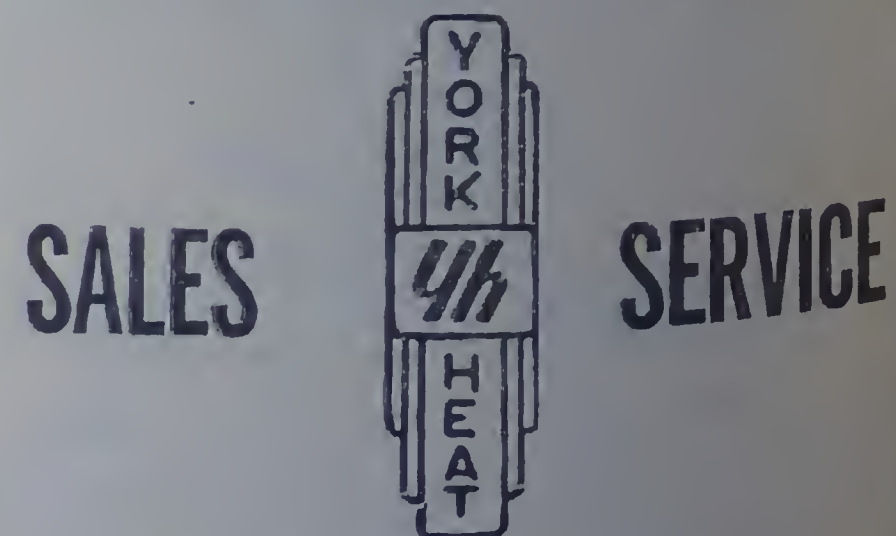
Tel. Gloucester
1480

120 EAST MAIN ST., GLOUCESTER

★ **DAVIS** ★

COAL & OIL CO.

FUEL OILS • RANGE



SALES SERVICE

WE INSTALL & ENGINEER
ALL KINDS OF HEATING
OFFICE - WHITTEMORE ST.

GLOUCESTER 2940

49 PROSPECT ST.

Oil Burners—Service

Aptt's Ice & Oil Serv Inc 138 Prospect Gloucester-218-W
Cape Supply Co Inc 140 Granite Rockport-2014
Conant Daniel M 541 Washington Gloucester-1060
Goodman Irving 24 Highland Gloucester-5400
Movall's Range Burner Serv 20 Riverside Av Gloucester-424
Perry M R Oil Co 243 Eastern Av Gloucester-2202

SOUZA JIM OIL CO

— OILS —

Oil & Power Burners & Pumps
Sold - Installed - Serviced

44 East Main..... Gloucester-4246

Todd George H Corp Mt Pleasant Rockport-652

Oils

Aptt's Ice & Oil Serv Inc 138 Prospect Gloucester-218-W
(See Advertisement Preceding Page)

BASS ROCKS OIL CO

FUEL & RANGE OIL
BURNER SALES & SERVICE

BULK PLANT 5 PARKER ST.

65 Perkins Gloucester-2227

Cape Ann Ice & Oil Co 120 E Main Gloucester-1480
(See Advertisement Preceding Page)

City Oil Co Inc 96 Friend Gloucester-935
(See Advertisement This Page)

DAVIS COAL & OIL CO
Whittemore Gloucester-2940
(See Advertisement Preceding Page)

EBEN'S OIL SERVICE

RANGE & FUEL
OILS

24 Hour Service

Marshall T. Moulton, Prop.

9 Phillips Av..... Rockport-867

GLOUCESTER OIL SUPPLY CO INC

CAPT. DAVID L. MARANHAS, Mgr.

SOCONY PRODUCTS
for
FISHING BOATS

DIESEL OILS & MARINE LUBRICATIONS

8 Forest Gloucester-2141

CONTINUED NEXT PAGE

Surveys show that more than 95% of
purchasing agents use the Yellow Pages
as a prime source to buy products or
services.

Use these Yellow Pages like a dictionary.
Products and services are listed
alphabetically.

LATTOF'S

Oil Service

FUEL OILS FOR HOME HEATING



METERED SERVICE

• RANGE
• FUEL

OILS

PROMPT



DELIVERY

GLOUCESTER 2547

8 CLEVELAND ST.

CITY OIL CO., INC.



RANGE & FUEL
OILS

96 FRIEND STREET

GLOUCESTER 935

IF NO ANSWER CALL GLOUCESTER 833-W
342T

THE S. R. HARVEY CO.

1052 WASHINGTON ST.

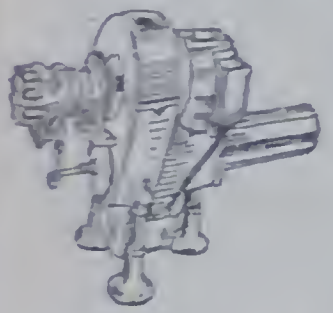
FUEL
RANGE
OIL



OIL BURNER INSTALLATIONS
BOTTLED GAS

Gloucester 1076-M

NALLY OIL CO.
RANGE & FUEL OIL DELIVERED
POWER BURNERS
SALES & SERVICE



GLOUCESTER
300
80 BASS AVENUE

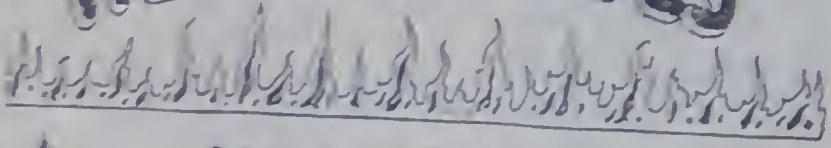
O'LEARY'S
OIL SERVICE CO.

HEATING OILS
Call
GLOUCESTER
210
9 WOODBURY ST.

POWER BURNER
SALES-SERVICE

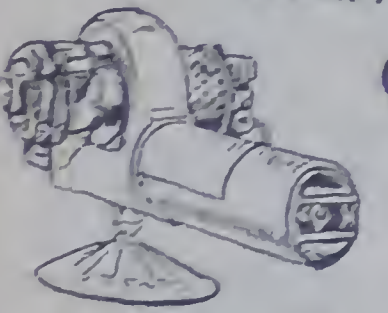


M. R. PERRY OIL CO.
HEATING OILS



RANGE OIL FUEL OIL
PRINTED METER RECEIPTS
POWER OIL BURNERS
GLOUCESTER 2202
243 EASTERN AVE.

Range & Fuel Oils
PROMPT SERVICE



OIL BURNER
SALES
SERVICE
INSTALLATIONS

GEORGE H. TODD CORP.
MT. PLEASANT ST.
ROCKPORT 652
Res. E. M. Littlefield 2 Morwood Ave.
Wkes Rockport 2009 or 2239 or Gloucester 3046

Oils—Continued

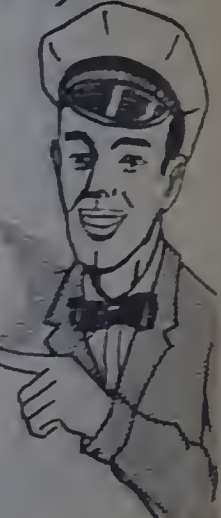
Harvey S R Co
1052 Washington Gloucester-1076-M
(See Advertisement Preceding Page)
Lattof's Oil Serv 8 Cleveland Gloucester-2547
(See Advertisement Preceding Page)
Milne's Oil Serv Shore Hill Rd Gloucester-2202
Nally Oil Co 80 Bass Av Gloucester-300
(See Advertisement This Page)
Nelson Bros 13 Exchange Gloucester-3046
O'LEARY'S OIL SERVICE CO
9 Woodbury Gloucester-210
(See Advertisement This Page)
Perry M R Oil Co 243 Eastern Av Gloucester-2202
(See Advertisement This Page)
SIMON'S OIL SERV 17 Willow Gloucester-851
SOCONY MOBIL OIL CO INC
445 Chelsea East Boston Mass
From telephones in Gloucester
Magnolia & Rockport
ask "Operator" for
No charge on Enterprise calls
From all other telephones
ask "Operator" for
Regular charge on these calls
Salem-0646
Todd George H Corp Mt Pleasant Rockport-652
(See Advertisement This Page)
Welch Oil Serv 110 Rogers Gloucester-1639

Oils—Fuel

Cape Supply Co Inc 160 Granite Rockport-2014
(See Advertisement This Page)
Central Oil & Heat Co
52 Harrison Av Gloucester-5200
City Oil Co Inc 96 Friend Gloucester-935
Davis Coal & Oil Co Whittemore Gloucester-2546
Gloucester Coal & Lumber Co
89 Duncan Gloucester-3060

That extension telephone is so handy
and costs so little. Order one today

Cape Supply Co., Inc.
INC. 1917
GEORGE A. RANTA, MGR.



**FUEL & RANGE
OIL**

OIL BURNERS
SALES & SERVICE
CARMOTE PAINTS - GASOLINE
★ **Rockport 2014** ★
160 GRANITE ST.

GULF HEATING OILS
RANGE & FURNACE

WILLIAMS
OIL - O - Matic
OIL BURNERS
JOHN ALDEN-GRIFFIN
CO., INC.
GLOUCESTER 282
Whittemore St.

Oils—Fuel—Continued

GULF FUEL OIL

"CLEAN HEAT
—COMFORT
COURTEOUS & DEPENDABLE
DELIVERY SERVICE"



"WHERE TO BUY IT"

DISTRIBUTORS
JOHN ALDEN-GRIFFIN CO INC
Whittemore Gloucester-282
PERRY M R OIL CO
243 Eastern Av Gloucester-2202
TODD GEO H CORP
Mt Pleasant Rockport-652

Gulf Oil Corp 116 Water Beverly
From telephones in Gloucester Rockport
ask "Operator" for Enterprise-5504
No charge on Enterprise calls
From all other telephones
ask "Operator" for Beverly-2160
Regular charge on these calls

HARVEY S R CO
1052 Washington Gloucester-1076-M
John Alden-Griffin Co Inc Whittemore Gloucester-282
(See Advertisement Preceding Page)

MOBILHEAT

SOCONY MOBIL
HEATING OIL
Now! A fuel oil that cleans
as it heats — twin-action
Mobilheat! For all types of
burners and heating systems
—automatic delivery.



"WHERE TO BUY IT"

MOVALLI OIL CO
237 Western Av Gloucester-3814
Nelson Bros 13 Exchange Gloucester-3040
SOCONY MOBIL OIL CO INC
445 Chelsea East Boston Mass
From telephones in Gloucester
Magnolia & Rockport
ask "Operator" for Enterprise-5678
No charge on Enterprise calls
From all other telephones
ask "Operator" for Salem-0640
Regular charge on these calls

O'Leary's Oil Serv Co 9 Woodbury Gloucester-210
Simon's Oil Serv 17 Willow Gloucester-851

WELCH OIL SERV

RANGE & FUEL OILS
METER PRINTED RECEIPTS
PROMPT DELIVERY
110 Rogers Gloucester-1639

Mobile telephone service provides
communication between mobile units
and any telephone reached by the Bell
System, or between two mobile units.

Surveys show that 95% of the buying
public use the Yellow Pages as a
guide when they are ready to buy.

Oils—Range

Bass Rocks Oil Co 45 Federal Gloucester-2227
Cape Ann Ice & Oil Co 120 E Main Gloucester-1420
HARVEY S R CO
1052 Washington Gloucester-1076-M
John Alden-Griffin Co Inc Whittemore Gloucester-282
Lattof's Oil Serv 8 Cleveland Gloucester-2547
Marr Alexander K 2 Main Rockport-2272
McHenry J Thomas 83 School Gloucester-250
Moulton Marshall T 2 Phillips Av Rockport-667
Movalli Oil Co 237 Western Av Gloucester-3814
Nally Oil Co 80 Bass Av Gloucester-300
Perry M R Oil Co 243 Eastern Av Gloucester-2202
Progressive Oil Co Commercial Gloucester-2000
Socony Mobil Oil Co Inc
445 Chelsea East Boston Mass
From telephones in Gloucester
Magnolia & Rockport
ask "Operator" for Enterprise-5678
No charge on Enterprise calls
From all other telephones
ask "Operator" for Salem-0640
Regular charge on these calls

Opticians

ART JEWELERS & OPTICIANS INC

OCULIST'S PRESCRIPTIONS
FILLED

Pay as Little as
\$1.00 per Week

117 Main Gloucester-92

Optometrists

Barron George C 120 Main Gloucester-2235
Bedell John T 140 Main Gloucester-1425
Cohen Geo M 148 Main Gloucester-577
Flye Everett A 148 Main Gloucester-577
Mann Ralph M
Office Hours 9-5 PM Daily
Except Wednesdays 9-12 AM
Evenings & House Calls By Appointment
20 Pleasant Gloucester-550
Peloquin Marc
Office Hours 9-5 PM Daily
Except Wednesdays 9-12 AM
Evenings & House Calls By Appointment
159 Main Gloucester-5599-W
Phipps C C
Hours 9-12 AM 1-4-30 PM
Wednesdays 9-12 AM
43 Main Rockport-2296
Richmond Merton C 148 Main Gloucester-577
Sanderson Robt W
Hrs 10-4 P M Daily Except Wednesdays
111 Main Gloucester-4453

Orchestras

MARINO LOU ORCHESTRA

17 Prospect Av S LY nn 3-4763

Organs

CHEEK TOLBERT F

11 Beaupre Av Gloucester-669

Organs—Repairing

CHEEK TOLBERT F

11 Beaupre Av Gloucester-669
Essex Organ Co 25 Main Essex-507
WILLIAMS ORGAN SERVICE INC
948 Humphrey S LY nn 8-0088

Avoid running up and down stairs. Ex-
tension telephones take the tension out
of living and they cost so little, too.
Order one today.

Outboard Motors

CAPE ANN OUTBOARD SERVICE
35 Pearl Gloucester-6000
(See Advertisement This Page)

CAPT JIM'S BOAT SHOP
184 Washington Gloucester-5956
Day's Outboard Service
444 Washington Gloucester-395-M
(See Advertisement This Page)

ELGIN OUTBOARD MOTOR SALES & SERVICE
SEARS ROEBUCK & CO Gloucester-1300
83 Main

Shopping for prices? These Yellow Pages list all the firms you should consider.

DAY'S
OUTBOARD SERVICE
OUTBOARD ★ INBOARD
and INDUSTRIAL MOTORS
EST. 1940



BRIGGS & STRATTON

Phone
GLOUCESTER 395-M
SHOP AT 444 WASHINGTON ST.



35 PEARL ST.
GLOUCESTER

EVINRUDE OUTBOARD MOTORS

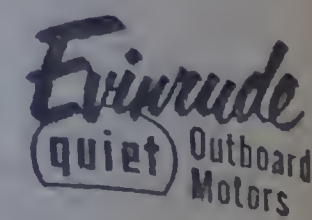
REPAIRS ON ALL MAKES
Marine Paints & Varnishes
BOATS & KIT BOATS
Small Boat Fittings
Equipment & Supplies

**CAPE ANN
OUTBOARD SERVICE**
Gloucester 6000

Outboard Motors—Continued

EVINRUDE OUTBOARD MOTORS

ELECTRIC STARTING
WHISPERING POWER
All the latest advances
when you choose Evin-
rude. Complete range
of models. Factory
parts, service.

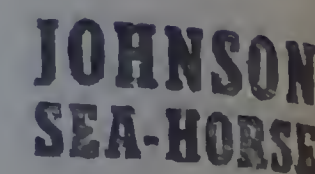


"WHERE TO BUY THEM"

Cape Ann Outboard Serv
35 Pearl Gloucester-6000

JOHNSON OUTBOARD MOTORS

Noted for DEPENDA-
BILITY, advanced de-
sign, expert local serv-
ice. See your Johnson
Sea-Horse Dealer.



"WHERE TO BUY THEM"

GLOUCESTER YACHT YARDS INC
Montgomery Pl Gloucester-3701-W

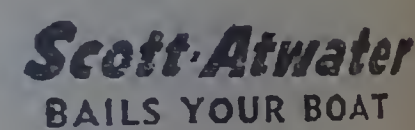
MERCURY AUTHORIZED SALES & SERVICE

DAY'S OUTBOARD SERV
444 Washington Gloucester-395-M

Morton A L Co Inc 1 Railroad Av —Gloucester-4330

SCOTT-ATWATER OUTBOARD MOTORS

Smooth, quiet,
dependable out-
boards . . . with
famed Bail-a-matic power bailing. Expert
factory-approved local service.



"WHERE TO BUY IT"

DEALER
DAY'S OUTBOARD SERVICE
444 Washington Gloucester-395-M

Oxygen

NORTH SHORE OXYGEN THERAPY SERVICE

24 HOUR EMERGENCY
SERVICE
EQUIPMENT RENTAL &
SALES

351 Main . . . Wakefield CR ystal-9-2357

A telephone answering set is a mechanical secretary who is always on the job - no absenteeism, drinks no coffee, eats no lunch and takes no vacations.

Avoid running up and down stairs. Extension telephones take the tension out of living and they cost so little, too. Order one today.

Package Stores

Chebacco Package Store Inc Western Av. Essex-71
Collins Package Store Inc
375 Main —Gloucester-1690

Essex Package Store Inc MainEssex-214
LIQUOR LOCKER THE 263 Main Gloucester-630
Moody's Package Store Inc
258 Main Gloucester-2845

Mooter's Package Store 14 Parker Gloucester-941
Rich C H & Co Inc 20 Main Gloucester-73
SOMERS JAMES V & CO INC
24 Hancock Gloucester-382
Vicari's Package & Grocery Store
961½ Washington Gloucester-3153

Paint

Babcock Jeannette K 18 Main . . . Gloucester-2450

CAPE ANN GLASS CO

TOURAINÉ PAINTS
VARNISHES & ENAMELS

216 Main Gloucester-4732

Cunningham's Marine Supplies &
Hardware 211 E Main —Gloucester-4300

DUTCH BOY PAINTS

PAINTS, VARNISHES &
ENAMELS

For Years of Beauty



Manufactured by
NATIONAL LEAD COMPANY

"WHERE TO BUY THEM"

DEALER

Cunningham Paint Co 55 Main Gloucester-3132

Epstein's Paint & Wall Paper Co
210 Main.—Gloucester-2126-W

GLOUCESTER SUPPLY CO
122 Main Gloucester-18
(See Advertisement This Page)

GROSSMAN'S OF NO SHORE INC

DU PONT

Paints For Every Purpose
DULUX MARINE PAINTS

Budget All Purchases of \$10 or More
See Large Adv. under Lumber

2 Washington Ipswich-1060

Harvey S R Co
Carmote Paints & Varnishes
1052 Washington . . . Gloucester-1076-M
HENDERSON & JOHNSON INC
129 Duncan Gloucester-1416
(See Advertisement This Page)

Dial switchboard service may be arranged so that your employees can intercommunicate and place outgoing calls without the assistance of your operator, enabling her to furnish speedy, efficient handling of your customers' incoming calls.

Paint—Continued

KYANIZE

THE COLORWISE USE
KYANIZE
SELF SMOOTHING
PAINTS

**KYANIZE
PAINTS**

"WHERE TO BUY IT"

Nauss L B & Sons Inc
Railroad Av Gloucester-195

MASTER-MIXED PAINT & PAINT SUPPLIES

SEARS ROEBUCK & CO Gloucester-1300
83 Main

Sherwin-Williams Co 143 Main Gloucester-5191
SHERWIN-WILLIAMS PAINTS

Paints for all purposes
including famous
S W P House Paint,
SUPER KEM-TONE De Luxe
Washable Wall Paint,
KEM-GLO America's Favorite
Enamel



"WHERE TO BUY THEM"

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Sherwin-Williams Co
143 Main Gloucester-5191

Smith J Raymond Inc
17 Railroad Av Rockport-2229
Smith L E Inc 49 Main Rockport-518
Wise's Hardware 79 Washington Gloucester-4511

GLOUCESTER SUPPLY CO.



DUPONT
Paints

Wholesale & Retail
GLOUCESTER 18
122 MAIN ST.



FOR

GLOUCESTER

MARINE & HOUSE PAINTS

PHONE **GLOUCESTER 1416**

HENDERSON & JOHNSON, INC.

129 DUNCAN ST.

TARR & WONSON, Ltd.

Manufacturers & Wholesalers of

"SEA JACKET"

Marine Paints

OFFICE: Gloucester 1416
129 Duncan St.FACTORY: Gloucester 35
Rocky Neck**INTERIOR & EXTERIOR PAINTING****Contractors**
INTERIOR
DECORATING
PAPER HANGING
Gloucester's Authorized
Dealers for Dutch Boy Paint
Serving Cape Ann
Since 1871**GLoucester 3132**

55 MAIN ST.

Cunningham PAINT CO.**EVERETT T. LANE CO.**Painter and Decorator
FURNITURE STORAGE

457 WASHINGTON ST.

GLoucester 4021-W or 2154-M
MGR. CHARLES W. STEINBERG - 1 WESLEY ST.**JOS. G. SOUSA**

GENERAL

HOUSE PAINTING & CONTRACTING

FREE ESTIMATES
COMPLETE INSURANCE COVERAGE

10 PEARL ST.

Gloucester 3558

PAPER HANGING
CEILINGS
FLOOR FINISHING
INTERIOR
&
EXTERIOR
DECORATING

GLOUCESTER

Paint—MfrsCurtis Turner Corp rr447 Main Gloucester-4090
Henderson & Johnson Inc 129 Duncan Gloucester-6180**TARR & WONSON LTD**
Factory Rocky Neck Gloucester-35
Office 129 Duncan Gloucester-1416
(See Advertisement This Page)**Paint—Marine**Henderson & Johnson Inc
See Adv Under Paints
129 Duncan Gloucester-1416**Painters**Campbell David F & Sons
70 Centennial Av Gloucester-1207
Cunningham Paint Co 55 Main Gloucester-3132
(See Advertisement This Page)Lane Everett T Co
457 Washington Gloucester-4021-W
(See Advertisement This Page)**NUNES HANNIBAL A**
139 1/2 Prospect Gloucester-2485
If no answer Gloucester-2485
Sousa Jos G 10 Pearl Rockport-3530
(See Advertisement This Page)**WRIGHT J KENNEDY**
21 Nautilus Rd Gloucester-4031
(See Advertisement This Page)**Paper**Brown H C Inc 447 Main Gloucester-2830
CARTER RICE STORRS & BEMENT INC
273 Summer Boston LI berty 2-6400**FLEMINGS F J INC**PAPER PRODUCTS
TWINE
WHOLESALE & RETAILDistributors For
SCOTT PAPER AND DIXIE CUP CO.
145 Perry Lowell GL enview 8-8729**PHILBRICK & HATFIELD**

Founded 1861

THE OLD RELIABLE
PAPER BAG & TWINE MERCHANTS
PAPER
WRAPPING - CUPS - TOWELS
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75 Washington Salem-0007

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273 Summer Boston LI berty 2-4409**"Paint the Wright Way"****PAINTING CONTRACTOR**

- CARPENTRY
- PORCH REPAIRING
- GUTTER WORK
- BLOCK CEILINGS

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GLoucester 4031PAPER
HANGING
21 NAUTILUS
ROAD
GLOUCESTER

Newton Answering Service DE catur 2-1308

J. KENNEDY WRIGHT

GLOUCESTER

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Nekoosa - King William - Mono Wrap
Janitor - Dry Cleaners - Laundry Supply
Sealright - Continental Cups
Twines - Tapes - Wyandotte Chemicals
265 Methuen Lawrence {MU rdock-5-5071
{MU rdock-7-7071**WINGO PAPER CO**Paper Towels - Napkins
Toilet Tissues - Drinking Cups
Soda Cups
Wrapping Paper - Scotch Tapes
Dispensers for Various Paper
& Soap Products
11 Center Gloucester-1739**Paper Hangers**Sousa Jos G 10 Pearl Gloucester-3558
Wright J Kennedy 21 Nautilus Rd Gloucester-4031**Pet Shops**Dog Caterers
Dog Caterers-Foods
Pet Supplies-Birds & Cages
503 Rantoul Beverly-536**Photo Finishing****CONWAY PHOTO FILM SERV**A COMPLETE
PHOTOGRAPHIC SERVICE
DANVERS

159 Elliott Danvers-93

Thomas Photo Serv Inc 72 Loring Av. Salem-4187

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Ellsworth Studio 133 Prospect Gloucester-4035

GAINSBORO STUDIOAIR CONDITIONED STUDIO - PORTRAITS
OF ALL MEMBERS OF YOUR FAMILY
WE SPECIALIZE IN
CANDID & FORMAL WEDDINGS
CHILDREN & GRADUATION
PHOTOGRAPHS
"SPECIAL RATES TO GRADUATES"
COPYING - ENLARGING - HEAVY OILS
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AND CANDIDS
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Old Photos Reproduced
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Babies & Children

133 Prospect Gloucester-4035

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Wilhelm Studio 65 Middle Gloucester-1213

Photographers—Passport

Thomas Studio 72 Loring Av Salem-4187

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81 Main Gloucester-3959**Photographic Supplies**Camera Supply Shop Inc 10 Norman Salem-5269
Cape Ann Camera & Photo Inc
T Wharf, Rockport-3037**Physical Therapy**Perry Gardner J
Registered Physical Therapist
10 Chestnut Gloucester-2572
Tracy John J
Registered Physical Therapist
7 Marchant Gloucester-3185
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100 Shawmut Av Boston Liberty 2-0780
Lowell Medical Instrument Co
31 Shattuck Lowell GL enview 5-5651**Physicians & Surgeons (M.D.)**Appel Bernard
Office Hours By Appointment
281 Ocean LY m 2-0692
Babson Wm Warren
Practice Limited To Surgery
Office Hours By Appointment
79 Prospect Gloucester-2630
Baker H N 2 Phillips Av Rockport-2063
Binder Abraham I
Diseases of the Skin
Office Hours By Appointment
4 Broad LY m 5-6695
Bloomer John H
Office Hours 1-3 PM - 7-8 PM TUE
Except Wednesdays & Week Ends
66 Main Rockport-746
If no answer Gloucester-5200
Brown C Bruce
Office Hours By Appointment
92 Main Rockport-2795
Burrell H C 43 Plst Gloucester-270
Cohen David J
His. 2-4 PM & 7-8 PM EXCEPT
Wednesdays-Sundays & Holidays
83 Middle Gloucester-1859-W
Curtis Ever 90 Middle Gloucester-4230
Donovan Jas M
Fractures & Diseases of Bones & Joints
Office Hours By Appointment
1 School Gloucester-102
If no answer Salem 6063

CONTINUED NEXT PAGE

Use these Yellow Pages like a dictionary.
Products and services are listed
alphabetically.Buyers use "Yellow Pages Street" more
than Main Street.

Physicians & Surgeons (M.D.) Continued

Egan John J Jr
Office Hours 1:30-3:00 Evenings
By Appointment Except Wednesdays
23 Dale Av Gloucester-268-W

Fesler Lois
Office Hours 2-4 PM & 7-8 PM Daily
Except Wednesdays & Sundays
6 Hancock Gloucester-4466
Res Story Rockport-2716

Freedberg Alan P
Diseases Of The Skin
Office Hours By Appointment
46 Pleasant Gloucester-2988
360 Essex Salem-0252

Gale John S
Practice Limited To Internal Medicine
Office Hours By Appointment
33 Pleasant Gloucester-5220-W

Gardner Abraham
Neurology & Psychiatry
Office Hours By Appointment
170 Ocean LY nn 3-1547

Garland Roy 28 Dale av Gloucester-357

Gewin Edwin E
Diseases Of The Skin
Hours By Appointment Only
48 Salem Medford MY stic 6-4935

Greene Earl F
Office Hours 1:30-3:00 PM & 7-8 PM
45 Broadway Rockport-2417

Hallett Ronald P
Hrs 2-3 PM 7-8 PM Except
Saturdays-Sundays & Holidays
63 Middle Gloucester-165-W

Irving William R 35 Middle Gloucester-287

Jemison Howard A Jr
Office Hours By Appointment
Except Thursdays
1 Main Essex-227

Lacey Hamer 33 Pleasant Gloucester-5079

LeDonne John E
Diseases Of The Skin
357 Essex Salem-5798

Lodge Edmund A
Practice Limited To
Eye Ear Nose & Throat
Office Hours By Appointment
31 Pleasant Gloucester-1995

Lundberg Robt N
Practice Limited To Surgery
Office Hours By Appointment
79 Prospect Gloucester-1630

Mooring S W 83 Prospect Gloucester-5998

Parker Harry Ward
Practice Limited To Rectal Diseases
23 Nahant LY nn 3-1424

Parker Sydney S 80 Middle Gloucester-796

Pett Morris H
Hrs 1-3:30 7-8 Except Sun & Hol
Wednesday Evenings By Appointment
45 Middle Gloucester-1846-W

Pohas Geo J 41 Pleasant Gloucester-391-W

Res 4 Kent Circle Gloucester-391-R

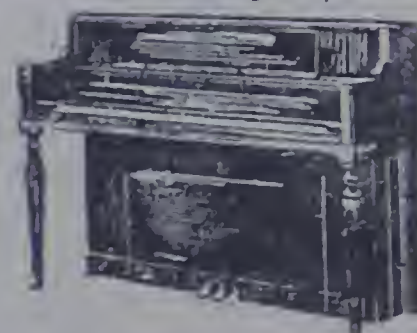
Buyers use "Yellow Pages Street" more
than Main Street.

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Repairing - Refinishing - Restyling
Old Pianos into Modern Spinets - Factory Experts

Exclusive
Representative for

- Story & Clark Pianos
- Ivers & Pond Pianos
- Kohler & Campbell Pianos



WINTER SPINET

11 Beauport Ave.

Tel. GLOUCESTER 669

Physicians & Surgeons (M.D.) Continued

Poland Warren M
Office Hours By Appointment Only
47 Pleasant Gloucester-824

Ross Lawrence
Office Hours By Appointment
33 Pleasant Gloucester-2359

Rowley Philip W
53 Mt Pleasant Av Gloucester-2809
Res Page Gloucester-2346-W

Rust Geo S 1 School Gloucester-2346-R

Silbert Nathan Ernest
Practice Limited To Allergic Diseases
Asthma & Hayfever
Office Hours By Appointment
214 Ocean LY nn 5-6800

Smith Edwin A
Practice Limited To Diseases
Of The Skin - Hrs By Appointment
153 Lewis LYnn 3-8460

Vallis Chas P
Plastic Surgeon
Office Hours By Appointment
9 Nahant LYnn 8-2545

Vieira Oliver F
General Practice & Geriatrics
Office Hours By Appointment
5 Fuller Magnolia-1300

Physicians & Surgeons Osteopathic (DO)

Burrill Kenneth C 48 South Rockport-747

Williams Olive B
Consultation By Appointment
Wallace Rd Rockport-933

Piano Tuning

Cheek Tolbert F 11 Beauport Av... Gloucester-669

Pianos

Cheek Tolbert F 11 Beauport Av... Gloucester-669
(See Advertisement This Page)

MILLER'S MUSIC STORE

EXCLUSIVE NORTH SHORE
REPRESENTATIVE FOR
THE FAMOUS
WURLITZER PIANO & THE NEW
WURLITZER "ELECTRONIC PIANO"

149 Essex Salem-0142

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Jordan Willis E 102 Concord... Gloucester-2370

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HALL BROS INC 9 Wharf... Gloucester-2775

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Miami Pastry Shop 37 Main... Gloucester-1695

RALPH'S LUNCH & SODA BAR

— For The Best in Pizzas —

Phone Orders Taken
7 AM To 10 PM - 7 days a week

Also Serving
Light Lunches - Sandwiches, etc.

195 E Main Gloucester-5242

Planners—City

Monell Donald F 11 Pleasant... Gloucester-1484

Plasterers

FAULK BROS INC
35 Whittemore Gloucester-1771
Hubbard & Purdy 43 Dennison Gloucester-3359

Plating

Champion Chrome Plating Co
50 Broadway Salem-2872
(See Advertisement This Page)

Plumbers

Andrews L E & Co 42 Rogers Gloucester-645
(See Advertisement This Page)

BIGGS JOHN H 7 Pearce Gloucester-1282

Borge A F & Son 5 Webster Gloucester-3416-W
(See Advertisement This Page)

CAMERON C F 284 Main Gloucester-286
East Gloucester Plumbing & Heating Co
169 East Main Gloucester-1864

GOODMAN IRVING

Plumbing & Heating
Contractors

24 Highland Gloucester-5400

Morrow H C Plumbing & Heating Co
rr200 Concord Gloucester-5401
(See Advertisement This Page)

PETERSON LAWRENCE N

Successor To L E Smith Plumbing & Heating
12 Water Gloucester-560

Scott Walter T 8 Knowlton Sq Gloucester-442

Spittle & Fortier Main Essex-1

SWETT PLUMBING & HEATING CO
16 Eastern Point Rd Gloucester-4767

CHAMPION CHROME PLATING CO.



HARD CHROME PLATING

Zinc - Brass - Nickel - Copper - Silver - Cadmium - Plating
METAL FINISHING & POLISHING
STEEL TANK - BARREL PLATING
SAND BLASTING - IRIDITE PROCESSING
50 BROADWAY
SALEM
SALEM 2872

H. C. MORROW PLUMBING & HEATING CO. Licensed Master Plumber



INSTALLATIONS
REMODELING
REPAIRS

OIL BURNERS
INSTALLATIONS

24 HOUR EMERGENCY SERVICE
rr200 Concord St. Gloucester 5401

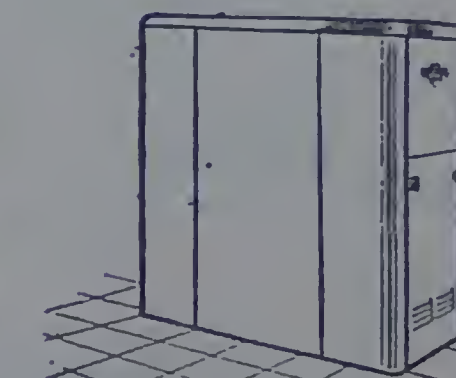


GAS FOR
HEATING SYSTEMS

"SHEET METAL WORK"
WARM AIR • STEAM

HOT WATER

Sales &
Service



42 ROGERS ST.

L. E. ANDREWS & CO.
Gloucester 645

A. F.
BORGE
& SON
HEATING & PLUMBING

CONTRACTORS

EST. 1929



NEW
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REPAIRS
CONVERSIONS

SERVING GLOUCESTER
ROCKPORT ESSEX

OFFICE & SHOP
5 WEBSTER ST.

GLOUCESTER 3416-W

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"ONE STOP SUPPLY HOUSE"

BURNHAM CAST IRON & STEEL
BOILERS; RADIATORS &
BASERAY.
TUTTLE & BAILEY BASEBOARD.
SEACON MORRIS CONVECTORS &
UNIT HEATERS.
THRUSH, B & G, TACO, DOLE &
VENT-RITE HEATING
SPECIALTIES.
MINNEAPOLIS HONEYWELL
CONTROLS & VALVES.
OIL BURNERS, BURNER PARTS &
ACCESSORIES.
JOHN WOOD & BRADFORD GAS &
ELECTRIC WATER HEATERS.



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ELKAY STAINLESS STEEL SINKS.
HUDDEE SINK FRAMES.
HALL-MACK MEDICINE CABINETS
& BATHROOM ACCESSORIES.
SHOWER STALLS & DOORS.
NIBCO COPPER TUBING &
FITTINGS.
STEEL, GALVANIZED, BRASS,
PLASTIC, IBERMICO, SOIL &
TRANSITE PIPE & FITTINGS.
COMPLETE LINE OF VALVES
MARINE & INDUSTRIAL SUPPLIES.
QUALITY HAND & ELECTRIC
TOOLS.

PLUS MANY OTHER NATIONALLY ADVERTISED PRODUCTS

Complete Line of Eljer Fine Plumbing Fixtures

White & Color Bathtubs - Lavatories - Closets - Seats - Sinks & Cabinets

THIS MEANS ALL MATERIALS FOR COMPLETE PLUMBING, HEATING, OIL BURNERS
AND AIR CONDITIONING INSTALLATIONS.

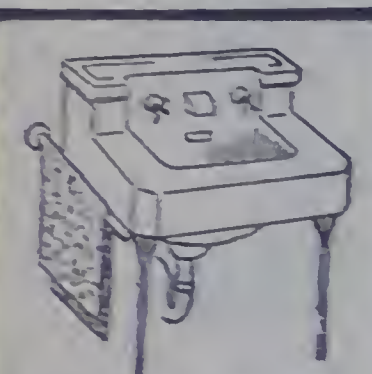
DAILY DELIVERY TO THE ENTIRE NORTH SHORE

Call **Salem 1800**

43 BRIDGE ST.

SALEM, MASS.

Delande's Electric & Plumbing Supply Co. INC.



Tel. Salem
2608

COMPLETE LINE OF
**PLUMBING
and HEATING
EQUIPMENT**
LIGHTING FIXTURES
and Supplies

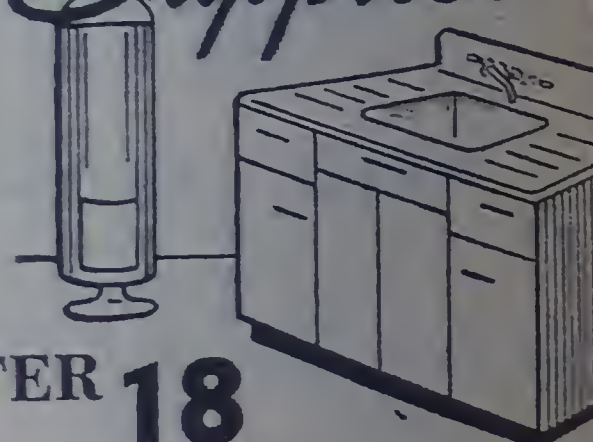
22 New Derby St., Salem

PLUMBING & HEATING Supplies

Wholesale
& Retail

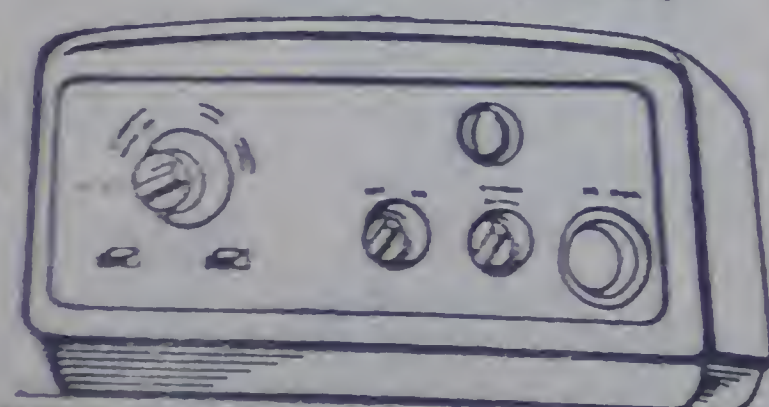
**GLOUCESTER
SUPPLY CO.**

Tel. GLOUCESTER **18**
122 MAIN STREET



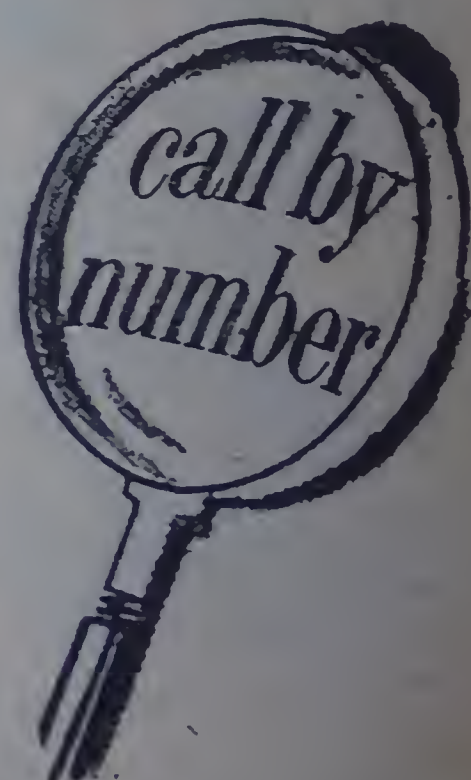
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For details
call your
Telephone
Business
Office



Your clue
to Faster
Long
Distance
Service

NEW ENGLAND
TELEPHONE &
TELEGRAPH
COMPANY



Plumbing Supplies

AMERICAN-STANDARD PLUMBING FIXTURES

A complete line for bath-
rooms, kitchens, laundries
—known for quality, style,
and dependable service.



"FOR INFORMATION CALL"

WHOLESALE DISTRIBUTOR

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RETAILERS

BIGGS JOHN H 7 Pearce Gloucester-1282
CAMERON C F 284 Main Gloucester-286
PETERSON LAWRENCE N

Successor To L E Smith Plumbing &
Heating

12 Water Gloucester-560

Delande's Elect & Plumbg Supply Co Inc
22 N Derby Salem-2608
(See Advertisement Preceding Page)

GLOUCESTER SUPPLY CO

122 Main Gloucester-18
(See Advertisement Preceding Page)

GROSSMAN'S OF NO SHORE INC

PLUMBING & HEATING
SUPPLIES

MODERN KITCHENS &
CABINETS

BUDGET TERMS

See Large Adv. at Lumber

2 Washington Ipswich-1060

Salem Plumbing Supply Co Inc
43 Bridge Salem-1800
(See Advertisement Preceding Page)
Smith L E Inc 49 Main Rockport-518

Plumbing Supplies—Whol

ELJER FIXTURES & FITTINGS

Fixtures in cast iron, formed
steel, and vitreous china
for residential, institutional,
and commercial installations.
Available in white and
other colors. Fittings for
every plumbing need.



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GLOUCESTER HARDWARE CO
122 Main Gloucester-18

Gloicester Supply Co 122 Main Gloucester-18

Podiatrists

See Chiropodists—Podiatrists

Porch Enclosures

North Shore Aluminum Products
rr62 Perkins Gloucester-1762

Potato Chips

Vincent Potato Chip Inc
205 Highland Av Salem-6115

Pottery

Krames Pottery Studio 5 Dock Sq Rockport-2637

See front pages for
complete dialing instructions

Poultry

Hardy C W Northern Essex-54-2
Tucker's Farm
Dressed Poultry & Eggs
28 Cherry Gloucester-133

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BAYCRAFT PRESS

Earle S. Nason & Earle S. Nason, Jr. Prop.

LETTERPRESS & OFFSET
PRINTING

DUPLICATING - RUBBER STAMP SUPPLIES

11 Hickory Gloucester-2115

Cape Ann Ticket & Label Co
222 Eastern Av Gloucester-2686
(See Advertisement This Page)

CHISHOLM LEO A

Letterpress & Offset Printing

Wedding Invitations &
Announcements

on Duncan - Just Below Rogers St.

51 Duncan Gloucester-318

Cricket Press Inc 68 Summer Manchester-57
Curhan Co 14 Pleasant Gloucester-1706
(See Advertisement This Page)

Cape Ann TICKET & LABEL CO.

Richard C. Tarr Richard W. Tarr

Complete PRINTING SERVICE

Letterpress - Photo

Offset

LITHOGRAPHY
COMMERCIAL
DUPLICATING
SOCIAL



222 EASTERN AVE.

GLOUCESTER **2686**

Printing

BOOKLETS
CIRCULARS
CATALOGUES
FORMS and
ADVERTISEMENTS

Wedding and
Social
Announcements

CURHAN

CURHAN CO.
14 PLEASANT ST. GLOUCESTER
OFFSET PRINTERS

Produce—Whol

BICKFORD E H INC
20 Maplewood Av Gloucester-416
Koparou Michael 16 Mansfield Gloucester-510

Propellers—Marine

Balser Arthur E Co
Shaft & Propeller Service
206 Bridge Salem-0077

**MICHIGAN INBOARD-OUTBOARD
PROPELLERS—**
NEW ENGLAND DISTRIBUTOR
NEW ENGLAND PROPELLER SERVICE
67 Long Whf Boston CA pitol 7-2179

Provisions—Whol

United Beef & Provision Co
137 Pleasant LY nn 3-2230

Publishers

Expression Co 65 Raymond Magnolia-1376
Smith Peter 20 Railroad Av Gloucester-3875-W

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FAIRBANKS MORSE & CO
"America's Finest Pumps
For Every Pumping Purpose"
Rotary - Trash - Sewage - Fire - Steam
Paper Stock - Deepwell Turbine
Domestic Water Systems
Local Field Engineer:
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FACTORY BRANCH OFFICE:
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Souza Jim Oil Co 44 E Main Gloucester-4246

Radiator Covers & Enclosures

MAJESTIC RADIATOR ENCLOSURES—
ELLIOTT'S
195 Main Gloucester-5133

Radio Telephones

**POSNER LOUIS MARINE RADIO EQUIP
INC** 10 Rogers Gloucester-1173
(See Advertisement This Page)

Teletypewriter service can be used with your own forms for orders, reports, deliveries, etc. As many as six copies can be made by each machine. You receive immediate acknowledgment.

LOUIS POSNER MARINE RADIO EQUIP. INC.

Complete Line of
MARINE RADIO EQUIPMENT

Prompt Day & Night Service

2 SHOPS FOR BETTER SERVICE
GLOUCESTER

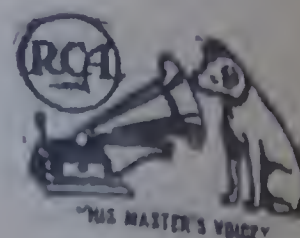
10 ROGERS ST. Gloucester 1173
Res. Wm. L. Nickerson Rockport 763
BOSTON - FISH PIER
265 Northern Ave. LI berty 2-2452

Radios

RCA VICTOR

TELEVISION
RADIO, PHONOGRAPHS
TAPE RECORDERS
RECORDS

World Leader in Radio.
First in Recorded Music.
First in Television.



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DEALER

ROGERS GEO K CO
150 Main Gloucester-806

SILVERTONE RADIO SALES & SERVICE— SEARS ROEBUCK AND CO

83 Main Gloucester-1300

ZENITH RADIOS

The complete line of fine radios, backed by Zenith's 36 years of leadership in Radionics. High Fidelity phonographs feature Zenith's Cobra-Matic® Record Player with Stroboscope.



"WHERE TO BUY THEM"

DEALER

Hall's Radio Shop
30 Washington Gloucester-779

Radios—Service

Azevedo's Radio Service 5 Short Gloucester-2121
Giles Automotive Supplies 248 Main Gloucester-3603

Hall's Radio Shop 30 Washington Gloucester-779
Mills' Radio Shop 6 Railroad Av. Rockport-2111
NORTH SHORE AUTOMOTIVE CO
295 Main Gloucester-922

Railings

McGlew Thomas G Welding Co
See Ad Under Iron-Ornamental
Perry Whf Newburyport HOMestead 5-9543

Distant-talking telephones allow you to carry on a regular telephone conversation at a distance without actually holding the telephone. They are a boon to busy executives.

Colored Sets

FOR DETAILS
CALL YOUR
TELEPHONE
BUSINESS
OFFICE



See front pages for
complete dialing instructions

Railroads

Boston & Maine R R
Passenger Stations & Ticket Information
Gloucester Railroad av. Gloucester-445
Rockport Railroad av. Rockport-677
Freight Offices
Freight Offices & Cashier
Railroad av. Gloucester-2020
Other Offices
Drawbridge Whittemore Gloucester-177

Changing dealers or servicemen?
Choose a new one from these Yellow
Pages ads.



busy?

You save time on Long
Distance calls when you
CALL BY NUMBER.
And you'll have the numbers you need if you list
them in the *Directory of Personal Telephone
Numbers*. Get your free copy at the Telephone
Business Office.

NEW ENGLAND TELEPHONE & TELEGRAPH COMPANY

Ranges—Electric

HOTPOINT AUTOMATIC ELECTRIC RANGE

All Hotpoint Ranges
have new, faster-cook-
ing "Super 2600"
Calrod (R) units. Completely automatic with
new Super-Matic plus Mealtimer, Custom Cook-
er, Rota-Grill and Roast-Right Thermometer.
Available in Colortones.

Hotpoint

"FOR INFORMATION CALL"

DISTRIBUTOR

General Elect Supply Co
145 N Beacon Brighton AL gonum-4-5300

Ranges—Gas

NORTH SHORE GAS CO

GAS RANGES
CALORIC - HARDWICK
ROPER

GAS APPLIANCES
Of All Types Available

96 Main Gloucester-1250

School-to-home telephone service en-
ables shut-in students to obtain a
broader education and to participate in
school work with the other children.

EVERY MAN'S SECRETARY



it ANSWERS the phone at home or in
the office with your own voice.
it RECORDS all incoming calls automatically.
• ECONOMICAL • FLEXIBLE • DEPENDABLE

CALL YOUR BUSINESS OFFICE

Sets for recording two-way telephone conversations
and sets for answering only are also available at lower prices.

New England 
Telephone & Telegraph Company

RAY KIERMAN

REALTOR



20 MAIN STREET

3395 - ROCKPORT - 2895

GLOUCESTER 3905

SELLING Your HOME?

For Prompt Action
List Your Home With

**ROBERT W.
ANDERSEN**
REAL ESTATE BROKER
For The Cape Ann Area

8 Eastern Pt. Rd. GLOUCESTER 1826

If No Answer GLOUCESTER 524
Member Cape Ann Board of Realtors

Frank L. Cox
**CITY - COUNTRY &
SEASHORE HOMES**

SUMMER RENTALS - BUILDING LOTS

"A Cottage or a Mansion"

GLOUCESTER 647

OFFICE - RESIDENCE
853 WASHINGTON STREET, ANNISQUAM



LEADING REALTORS
ON CAPE ANN FOR
OVER 50 YEARS

COMPLETE LISTING
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COTTAGES
FOR SALE & FOR
RENT

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353 MAIN Gloucester 1180
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**ERNEST E.
DEACON**

EST. OVER 40 YRS.

Specializing
in

"ANNISQUAM"

SEASHORE
PROPERTY

Gloucester 2153

840 Washington St.

Real Estate

Alper Realty Inc 328 Main Gloucester-5631
ANDERSEN ROBERT W Gloucester-1826
8 Eastern Pt Rd Gloucester-1826
(See Advertisement Preceding Page)
Chekares Gus 123 Main Gloucester-5000
Chick Geo P & Son 353 Main Gloucester-1180
(See Advertisement Preceding Page)
Corace Esther M 22 Hancock Gloucester-990
Country Shore Realty Co Gloucester-38
99 Essex Av. Gloucester-647
Cox Frank L 853 Washington Gloucester-647
(See Advertisement Preceding Page)
Curtis Agency 114 Prospect Gloucester-1036
Deacon Ernest E 840 Washington Gloucester-2153
(See Advertisement Preceding Page)
FOLEY CLIFFORD F 37 Beacon Gloucester-621
(See Advertisement This Page)
Frye David 265 Essex Salem-0456
Gibbs Charles H 4 Cedar Gloucester-2049
(See Advertisement This Page)
Groves Edw 262 E Main Gloucester-5883
Hall Ralph L 197 E Main Gloucester-5060

HIGGINS LINCOLN C

REAL ESTATE

Office 23 Dock Sq. Rockport-3104
Lincoln C Higgins Res Rockport-2867

Jordan Willis E 102 Concord Gloucester-2370
KIERMAN RAY 20 Main Rockport-2895
(See Advertisement Preceding Page)
Klotz L E Mrs 158 Mt Pleasant Av Gloucester-2468

MASSELL MORRIS

Year Round & Summer
REAL ESTATE

209 Main Gloucester-2621-W

Mathaurs Chas E 1006 Washington Gloucester-2616
McCarthy Edward L 40 Raymond Magnolia-1475

MEREDITH & GREW INC

REAL ESTATE
NORTH SHORE SALES & RENTALS
APPRAISALS
J. F. COUGHLIN
LOCAL REPRESENTATIVE
122 Bridge Manchester-692

PRATT DON 137 Rogers Gloucester-4163

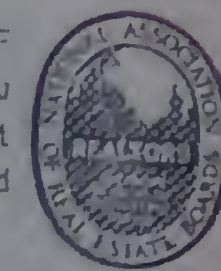
Distant-talking telephones allow you to
carry on a regular telephone conversa-
tion at a distance without actually hold-
ing the telephone. They are a boon to
busy executives.

A portable extension telephone can be
installed in your rumpus room, patio,
workshop or wherever you frequently
need the convenience of an extra tele-
phone—and they cost so little, too!

Real Estate—Continued

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THE CAPE ANN BOARD OF
REALTORS' Members assures you
the highest type of service that
can be administered in the field
of Real Estate Practice.



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8 Eastern Pt Rd Gloucester-1826
CHEKARES GUS 123 Main Gloucester-5000
CHICK GEO P & SON Gloucester-1180
"Ask Mr Chick"
353 Main Gloucester-1180
Res Way Rd Gloucester-2464
KIERMAN RAY 20 Main Rockport-2895
KLOTZ L E MRS Gloucester-2468
158 Mt Pleasant Av Gloucester-2468
MC CARTHY EDWARD L Magnolia-1475
40 Raymond Magnolia-1475
PRATT DON 137 Rogers Gloucester-4163
SMITH BOB AGGY Gloucester-3305
16a Pleasant Gloucester-3305

Rogers Louis A 11 Granite Rockport-823
TARR & MARR 11 Mt Pleasant Rockport-831
Thurston Real Estate Agency
50 Pleasant Rockport-534

Town & Country Homes Inc
256 Boylston Boston Mass
From telephones in Gloucester
ask "Operator" for Enterprise-1414
No charge on Enterprise calls
From all other telephones
ask "Operator" for Boston CO play 7-1000
Regular charge on these calls

CLIFFORD F. FOLEY

16 Years Gloucester's Leading
Agency For Year Around Homes

37 BEACON STREET
GLOUCESTER 621

CHARLES H. *Gibbs*
4 Cedar Street

REAL ESTATE
SPECIALIZING IN
HOMES & SUMMER RENTALS



Call GLOUCESTER 2049

EDWARD C. HOYT REFRIGERATION

266½ MAIN ST., GLOUCESTER

COMPLETE LINE OF EQUIPMENT
FOR EVERY REFRIGERATION OR AIR CONDITIONING REQUIREMENT

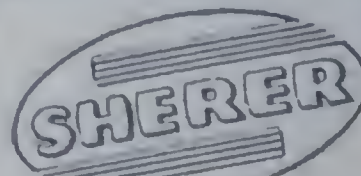
Deepfreeze

CARRIER - GENERAL ELECTRIC
DEEP FREEZE - SHERER
COPELAND - KELVINATOR

REFRIGERATION
DOMESTIC - COMMERCIAL
SALES - SERVICE
INSTALLATIONS



AIR CONDITIONING



GLOUCESTER 3010

Nights & Sundays C. T. Geary - Mgr. Gloucester 5602 or 1443-J
A GLOUCESTER CONCERN INTERESTED IN CAPE ANN PROSPERITY



COMMERCIAL
and
HOUSEHOLD
REFRIGERATION

AIR CONDITIONING
SALES & SERVICE
New Reconditioned Refrigerators

JAMES D. GORMAN
COMPLETE LINE OF COMMERCIAL
REFRIGERATING EQUIPMENT
24 HOUR SERVICE

**GLOUCESTER
2833**

282 MAIN ST.

Headquarters for
FRIGIDAIRE
SALES & SERVICE



FRIGIDAIRE
Household Appliances

AIR CONDITIONING for
OFFICE, HOME, and INDUSTRY

AUTOMATIC ICE CUBE MAKERS
COMPRESSORS
BEVERAGE COOLERS
WATER COOLERS

**NORTH SHORE
Electric Equipment Co.**

LIONEL MacDUFF EST. 1924
Cor. MUNROE
& MARKET STS. **LY nn 5-2290**

Real Estate Management

Andersen Robert W
8 Eastern Pl Bld Gloucester-1826

Refrigerating Equipment

GLOUCESTER FREEZER SERV INC
PRODUCERS OF QUALITY
MINK FOOD
Industrial Refrigeration Engineering
Consultant
William Seenna - Gloucester 4315
We Buy and Sell Refrigerating Equipment
Ammonia Compressors - Motors
rr105 Main Gloucester-4315

Gorman Jas D 282 Main Gloucester-2833
(See Advertisement Preceding Page)
Hoyt Edward C 266½ Main Gloucester-3010
(See Advertisement Preceding Page)
North Shore Electric Equip Co
162 Market LY nn 5-2290
(See Advertisement Preceding Page)
**UNIVERSAL AIR CONDITIONING &
REFRIGERATION INC**
Highland Av. Salem-6459

Refrigerating Equipment— Commercial

BAY STATE YORK CO INC
Highland Av Salem-5998

CARRIER REFRIGERATION EQUIPMENT

For every commercial and
industrial need—complete
line of automatic ice-
makers, refrigerating com-
pressors, condensers and cold diffusers. Built
for dependable, low-cost service.



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HOYT EDWARD C
266½ Main Gloucester-3010

GORMAN JAMES D 282 Main Gloucester-2833

A telephone answering set is a me-
chanical secretary—takes your calls
and records messages for you while you
are away from your home or office.



Short Cut

Here is one
short cut to
answering
your phone

But it's much easier to arrange for an
extension telephone wherever you
need it by calling your
Telephone Business Office

**NEW ENGLAND
TELEPHONE & TELEGRAPH COMPANY**

Refrigerating Equipment —Commercial—Continued

TYLER SALES AND SERVICE

The complete line of Whetzel
Sales Commercial Refrigera-
tors. For food stores, ice ma-
chines, walk-in freezers, etc.
Florida, Georgia, Alabama,
Mississippi, Louisiana, etc.



"WHERE TO BUY THEM"

AGENT
NORTH SHORE ELECTRIC EQUIP CO
162 Market LY nn 5-2290

Refrigeration Supplies

SUPPLY DISTRIBUTORS CORP
107 Madison Av Bridge ALgonac 4-7779

Refrigerators

COLDSPOT REFRIGERATOR-FREEZER
SALES & SERVICE—
SEARS ROEBUCK AND CO
70 Main Gloucester-1300

**HOTPOINT REFRIGERATORS
AND FOOD FREEZERS**

See Hotpoint roll-in
Big-Bin, Eye-Bin and
Two-Door ideal home-
ity Refrigerator-Freezers, chest
freezers, automatic defrost. Also chest-type and
upright Food Freezers with automatic defrost.

Hotpoint

"FOR INFORMATION CALL"

DISTRIBUTOR

General Elect Supply Co
145 N Boston St LY nn 5-2290

Success Mfg Co, Springfield, Mass. Gloucester-675

Refrigerators—Electric

GORMAN JAS D
DEALER FOR NORTH SHORE REFRIGERATORS

New - Used and
Rebuilt Refrigerators
COMMERCIAL & HOUSEHOLD
REFRIGERATION

282 Main Gloucester-2833

Refrigerators—Repairing

GORMAN JAS D 282 Main Gloucester-2833
Hoyt Edw C
See Adver. Sec. 3010
266½ Main

Rendering Companies

Connor C E Rendering Co, 200 Essex LY nn 8-5000

Resorts—Vacation

1840 House 11 Road Rockport-2290

Surveys show that buyers are influ-
enced by special services mentioned in
these Yellow Pages advertisements

CAPTAIN'S TABLE



MAIN ST.

Shore - Steak - Chicken
DINNERS

BEVERAGE LICENSE

OPEN YEAR ROUND

PHONE

ESSEX 110

Cameron's AIR
RESTAURANT CONDITIONED
FINE
Steaks • Lobster
Chicken
Beers • Wines • Liquors
SEA FOODS

GLOUCESTER
2407

Reservations
taken for
Special Parties



208 Main St.

The
Tavern

OPEN
ALL YEAR
DINING ROOM
COCKTAIL LOUNGE

CATERING

for Wedding Receptions
Banquets and
Private Parties

Tel. Gloucester 4200
30 WESTERN AVE.

ESSEX



LOBSTER HOUSE

Specializing in
LOBSTER & SHORE DINNERS
Cocktail Lounge

TELEPHONE
ESSEX 331

MAIN ST. ESSEX

ESSEX SEA GRILL

20th Season

Specializing In

★ **SEA FOODS** ★

STEAK • CHICKEN
and
LOBSTER DINNERS

BEVERAGE LICENSE

OPEN 11:30 A. M. to 9:00 P. M.
CLOSED MONDAY - EXCEPT HOLIDAYS

TEL. ESSEX 8326



Eastern Ave.

Shoulder Rests



For Details Call Your Telephone Business Office

Restaurants

Anchor Cafe 5 Pearce Gloucester-1757
Barkas T.G. 2 Main Gloucester-60
Bat's Wife Lunch
Open 5 AM-10 PM Daily
311 Main Gloucester-1930
Big Wheel The 444 Essex Av Gloucester-4508
BLACKSMITH SHOP
23 Mt Pleasant Rockport-2241
Busy Bee Lunch
Finest Liquors & Good Sandwiches
84 Main Gloucester-277
Callahan D Leonard Main Essex-314
CALLAHAN'S RIVERSIDE HOUSE
Main, Essex-208-2
CAMERON'S RESTRNT
208 Main Gloucester-2407
(See Advertisement Preceding Page)
Cape Ann Diner
Open Daily Except Sundays
5 AM - Close 5:30 PM
77 Commercial Gloucester-2150-W
Captain's Table Main Essex-110
(See Advertisement Preceding Page)
Carr's Coffee Shop
Light Lunches & Soda Bar
Open Every Day
80 Pleasant Gloucester-5914

CEDARWOOD INC

IN MAGNOLIA
OPEN ALL YEAR

Cocktail Lounge - Dine & Dance
Banquets-Weddings-Testimonials

22 Fuller Magnolia-1570

Cupboard The Stage Fort Pk Gloucester-1744

DAVE'S COFFEE SHOP

OPEN 5:00 AM TO 7:00 PM

WE SERVE

BREAKFAST - LUNCH

AND FULL COURSE

DINNERS DAILY

SANDWICHES & FRIED CLAMS

TO GO

135 Washington Gloucester-3177

Easler's Restrnt & Lobster House

25 Duncan Gloucester-3657

ESSEX LOBSTER HOUSE Main, Essex-331

(See Advertisement Preceding Page)

Essex Sea Grill Eastern Av Essex-8326

(See Advertisement Preceding Page)

Farnham's Eastern Av Essex-82-3

Folly Cove Pier Folly Cove Rockport-2514

Harbor Cafe Inc 40 Railroad Av Gloucester-732

HEDLUNDS RESTAURANT

Open Daily Except Tuesdays

Rockport-3070

HESPERUS DINER 218 Main Gloucester-2333

High Line House 929 Washington Gloucester-2403

Hotel Gloucester 215 Main Gloucester-185

HYDAWAY

Open Every Day

Full Liquor License

72 Duncan Gloucester-1232

Kelleher's Inc 6 Porter Gloucester-2956

Lobster House 77 Rocky Nk Av Gloucester-5244

Lufkin The Caterer 342 Main Gloucester-1626

Magnolia Surf Club Inc 56 Raymond Magnolia-1393

Michel's Cape Ann Diner 214 Main Gloucester-4077

Misty Acres Western Av Essex-192

Oceanside Hotel Lexington Av Magnolia-1500

OLE ANA BY THE SEA

Open Every Day Except Mondays

Rockport-3447

Patrican's Restaurant 384 Main Gloucester-4223

PEG LEG RESTAURANT

18 Beach Rockport-3038

Restaurants—Continued

RALPH'S LUNCH & SODA BAR

Light Lunches - Sandwiches, etc.
For the Best in Pizza

Phone orders taken
7 AM to 10 PM - 7 days a week

195 E Main Gloucester-5242

Rockmount

Serving Lunches & Dinners Daily

Atlantic Rd

Ship-Ahoy Main

Silva Perch Cafe 104 Duncan

Studio Restrnt 51 Rocky Nk Av

Tavern The 30 Western Av

Thatcher Light Restrnt

TIC TOC DONUT SHOPS INC

Light Lunches & Daily Special

118 Main

Wayside Inc

Open Every Day

Full Liquor License

18 Water

White Gull 67 Essex Av

Gloucester-745

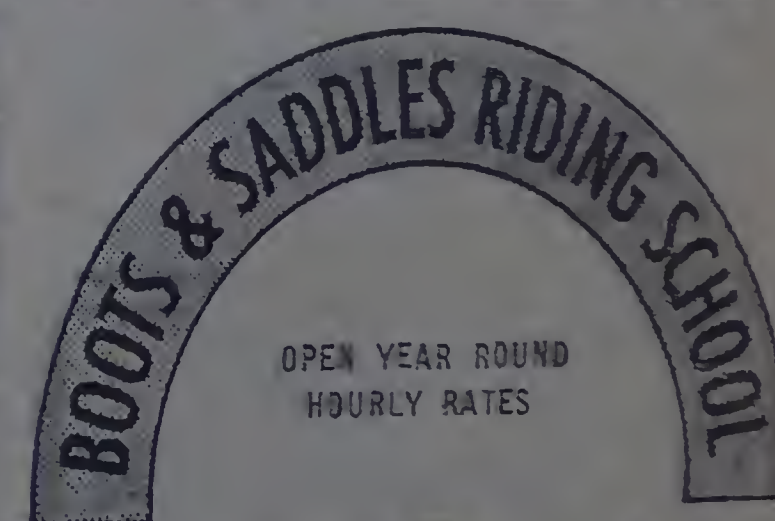
Gloucester-1140-W

Riding Schools

Boots & Saddles Riding School

Thatcher Rd Gloucester-5969
(See Advertisement This Page)

That extension telephone is so handy
and costs so little. Order one today



PRIVATE LESSONS by APPOINTMENT

CALL FOR GROUP
RIDING ACCOMMODATIONS

GLOUCESTER 5969

THATCHER ROAD

Always within reach of your customers
- the Yellow Pages.

Riggers

ERIK'S RIGGING LOFT

ALL KINDS OF RIGGING

LOFT LOCATED AT
Sherman Ruth's Wharf, Gloucester

2 Summer Rockport-2677

Just as road maps give you complete travel information, so the Yellow Pages give you complete buying information.

ROOFING
SIDEWALLING

JOHNS MANVILLE



PRODUCTS

CERTIFIED
APPLICATORS
FOR
JOHNS-MANVILLE
& BIRD

- INSULATED SIDING
 - ALUMINUM COMBINATION WINDOWS
 - 3 YEARS TO PAY
 - NO DOWN PAYMENT
 - FREE ESTIMATES GIVEN
- ASBESTOS - INSULATED
AND ALUMINUM SIDING
FHA - UP TO 3 YRS. TO PAY

STERLING
MODERNIZING INC.

GLOUCESTER 3100

15 BEACH COURT



CHAS. H. HALL

D. B. A.

A. H. ANDERSON CO.
ROOFERSBONDED & GUARANTEED
ROOFS OF ALL TYPES

Patching - Re-roofing - by Contract

WATERPROOFING SPECIALISTS

ABOVE & BELOW GROUND

OFFICE & WAREHOUSE

55 Water St.
Newburyport, Mass.

HO meslead 5-0022

Roofers

ANDERSON A H CO

55 Water Newburyport HO meslead 5-0022
(See Advertisement This Page)

CITY ROOFING CO

ESTAB. 1914
SLATE - TAR & GRAVEL
ASPHALT
SHINGLES - SHEET METAL WORK
GUTTERS
SIDEWALL CONTRACTORS
GUARANTEED APPLICATORS FOR ALL
LEADING ROOFING PRODUCTS
20 Loring Av. Salem-6698

GROSSETT H FRED

ROOFING
OF ALL DESCRIPTIONS
Repairing
Full Insurance Coverage

24 Squam Rd. Rockport-2890

Etwell Oscar 6 Forest. Gloucester-3872

HOMART ROOFING—

SEARS ROEBUCK AND CO
83 Main Gloucester-1300

LINEHAN J W ROOFING CO

Topsfield Rd. Ipswich-377
Nally & Alves 27 Beach Rd. Gloucester-4430
Sterling Modernizing Inc
15 Beach Ct. Gloucester-3100
(See Advertisement This Page)

Roofing Materials

BIRD QUALITY ROOFS

ROOFING
SIDING
SILVERCOTE
INSULATION

"WHERE TO BUY IT"

APPLICATOR

Sterling Modernizing Inc
15 Beach Ct. Gloucester-3100

DEALER

NAUSS L B & SONS INC
Railroad Av Gloucester-195

GROSSMAN'S OF NO SHORE INC

BIRD
NEPONSET PRODUCTS
SHINGLES & ROLL ROOFING
Budget All Purchases of \$10 or More
See Large Adv. At Lumber
2 Washington Ipswich-1060

Nauss L B & Sons Inc Railroad Av - Gloucester-195

Rubber Products

SNYDER M L & SON INC

33 Maplewood Av Gloucester-258

Rubber Stamps

See Stamps Rubber

Quick as a wink - Yellow Pages.

See front pages for
complete dialing instructions

Rubbish Removal

Balzarini Mario E 43 Curtis Rockport-3489
Jones Geo F 7 Leighton Ct Gloucester-2463
Lattof Albert F 183 Main Rockport-631
Remick Albert R 80 Main Rockport-2600
Skinner John F 14 Cedar Gloucester-3937

Rug & Carpet Cleaning

Albany Carpet Cleaning Co
Rugg Rd Brighton
From telephones in Gloucester
ask "Operator" for Enterprise-1234
No Charge on Enterprise calls
From all other telephones
ask "Operator" for Brighton Stadium 2-4200
Regular charge on these calls

CAPE ANN LAUNDRY & DRY CLEANING CO INC

ORIENTAL & DOMESTIC
RUG CLEANERS
ALL RUGS SHAMPOOED WITH
IVORY SOAP
BERLOU MOTH PROOFING
GUARANTEED FOR 5 YEARS
RUGS INSURED AGAINST FIRE & THEFT
21 E Main Gloucester-524
53 Main Rockport-524

DURACLEAN FABRIC SPECIALISTS

140 Washington Salem-7186
Elliott's 195 Main Gloucester-5133
IPSWICH FAMILY LAUNDRY INC
78 Central Ipswich-390

Rug Materials

GENERAL STORE

Woolen Materials
20 Main Rockport-3409

Rugs

Sears Roebuck & Co 83 Main Gloucester-1300
Titus Of Salem 65 Jefferson Av Salem-2349
Tompkins C F Co 67 Middle Gloucester-880

Safe Deposit Vaults

CAPE ANN NATIONAL BANK

154 Main Gloucester-5300
Cape Ann Savings Bank 109 Main Gloucester-246
Gloucester Safe Deposit & Trust Co
Better Safe-Than Sorry
191 Main Gloucester-31

Safes

MOSLER SAFE SALES & SERVICE

FIRE-RESISTANT
SAFES
FIRE-RESISTANT
VAULT DOORS
MONEY SAFES
INSULATED RECORD CONTAINERS
Since 1848
A Complete Line of Office and Home Safes
"WHERE TO BUY THEM"The Mosler
Safe Co.

NORMAN OFFICE SUPPLY

15 Washington Gloucester-827-W

Need service in a hurry? Use these
Yellow Pages - quickest way to find
what you need.A retractile cord is neat. This nine-inch
specially-coiled wire expands to a full
four feet when necessary.

Sailmakers

Flygare's Sail Loft rr373 Main Gloucester-3160
(See Advertisement This Page)
INTERNATIONAL SAILMAKERS
Orion-Ducon-Cottrell-Boston Liberty 2-5197
J Rowes Wharf
THOMAS SAIL & AWNING CO INC
rr45 Wharf Gloucester-3220
(See Advertisement This Page)

Sand

Balzarini Lino 87 Riverdale Pt Gloucester-2986
Balzarini Mario E 43 Curtis Rockport-2489
Bernard R & Sons 66 Granite Rockport-1395
ESSEX SAND & GRAVEL CO
See Our Advertisement Under Contractors
Russell Peabody Jefferson 2-4784
Hagstrom Co Inc 248 Western Av Gloucester-517
Julian Bros 99 Essex Av Gloucester-38
McCarthy Contracting Co Inc
40 Raymond Magnolia-1475

Sand Blasting Equipment

Bill's Trucking Southern Av Essex-477-2

Sandwiches

ANDREW'S LUNCHEONETTE

Sandwiches Made Up
For All Occasions
76 Prospect Gloucester-264
Dave's Coffee Shop 135 Washington Gloucester-5177
521 Sandwich Shop Bearskin Neck Rockport-366
Santoro's Of Gloucester Inc
151 Main Gloucester-1362Buyers have money-in-hand when they
use Yellow Pages.

FLYGARE'S SAIL LOFT

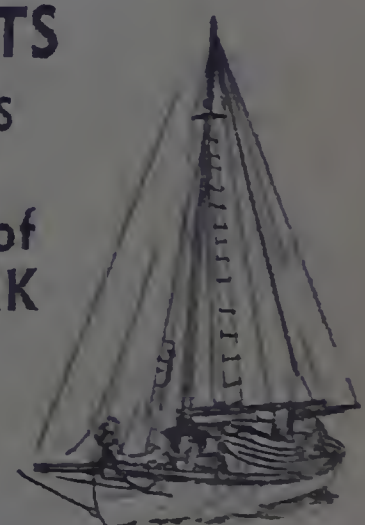
SAILS - TENTS

TRUCK COVERS
HAMMOCKSand All Kinds of
CANVAS WORK

Telephone

3160

Rear 373 MAIN ST.



GLOUCESTER, MASS.

Thomas Sail & Awning
CO. INC.★ SAILS ★
MADE & REPAIRED
For All Classes & Types
of BoatsTRUCK COVERS
CANOPIES
BOAT COVERS
AWNINGS

Gloucester 3220

RR 45 Wharf St.

Saw Filing

ADAMS SHARPENING SERV

HAND & CIRCULAR SAWS
MACHINE SHARPENED
DAILY PICK-UP & DELIVERY
OPPOSITE MANCHESTER DEPOT
JUST PHONE

10 Summer Manchester-861

Saws

MC CULLOCH POWER CHAIN SAWS

Standard of the Woods
A Power Saw for Every
Wood-Cutting Need and Budget



"FOR INFORMATION CALL"

DAY'S OUTBOARD SERVICE
444 Washington, Gloucester-395-M

Use these Yellow Pages like a dictionary. Products and services are listed alphabetically.

Need service in a hurry? Use these Yellow Pages - quickest way to find what you need.

SALES SALES
more **SALES** EVERY YEAR --- THE

YELLOW PAGES
PROMOTE MORE SALES
FOR MORE BUSINESSES

95% of the public use the Yellow Pages
98% of Industrial buyers use the Yellow Pages

CALL YOUR BUSINESS OFFICE

New England
Telephone & Telegraph Company

Scales

TOLEDO SCALE CO

Headquarters For All Types

SCALES

FOOD STORE MACHINES
KITCHEN EQUIPMENT

SERVICE & REPAIRS - ALL MAKES

268 S Broadway Lawrence MU rdock 2-7178

Scales—Repairing

Cape Ann Scale Co 110 Duncan Gloucester-2659

Schools

CHANDLER SCHOOL FOR WOMEN

448 Beacon Boston Commonwealth-6-7531
Dominican Sisters St Mel's School

Edgemoor Rd. Gloucester-1700

Malloch's Auto Schl 371 Western Av Gloucester-379

O'Brien's Driving Schl 3 Tudor Rd Beverly

From telephones in Gloucester

ask "Operator" for Enterprise-5650

No charge on Enterprise calls

From all other telephones

ask "Operator" for Beverly-1200

Regular charge on these calls

Pinehurst Kindergarten & Nursery School

640 Essex Av.—Gloucester-5623

Distant-talking telephones allow you to carry on a regular telephone conversation at a distance without actually holding the telephone. They are a boon to busy executives.

See front page for
complete dialing instructions

Schools—Business

SALEM COMMERCIAL SCHOOL

254 Essex Salem-1960

Secretarial Service

Telephone Answering Serv of Gloucester
52 Harrison Av Gloucester-5200

Septic Tanks

MAURICE CONCRETE PRODUCTS

PERMA-TANK

300 to 1,000 Gals. Cap.

Distributing Boxes

Dry Well Covers

Haverhill Rd Amesbury-1509

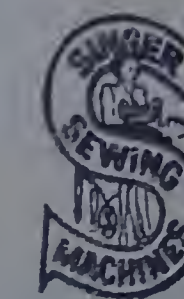
Sewing Machines

SINGER SEWING MACHINES

Only SINGER offers all three
—Straight, Slant, and Swing-
Needle (Zigzag). Look for the
famous Red "S" and "SINGER"
trademarks for authorized
Singer Sales and Service.

"WHERE TO BUY IT"

Singer Sewing Machine Co
159 Main Gloucester-2823



Sheet Metal Workers

Andrews L E & Co 42 Rogers Gloucester-645

MODERN HEATING & VENTILATING CO

WE DO ALL TYPES OF

SHEET METAL WORK

MARINE - INDUSTRIAL - RESIDENTIAL

"Gloucester's Most Complete Sheet Metal
Shop"

20 Rogers Gloucester-5454

PETERSON LAWRENCE N

Successor To L E Smith
Plumbing & Heating

12 Water Gloucester-560

Scott Walter T 8 Knowlton Sq. Gloucester-442

Ship Builders—Repairing

Carroll & Doucette Inc

rr47 Wharf Gloucester-5951

Gloucester Marine Railways Corp
9 Wharf, Gloucester-2775

Distant-talking telephones allow busy office-workers, dispatchers, secretaries and executives to carry on a regular telephone conversation while both hands are left free for other tasks.

General mobile telephone service provides two-way telephone service between any regular telephone and any mobile unit.

Ship Chandlers

Shoes 89

Atlantic Supply Co 28 Wharf Gloucester-3346
Fawcett Frank P 37 Gloucester-1612
GLOUCESTER GROC & BOAT SUPPLY INC 13 Myers Gloucester-4396

Joyce T J 41 Pond Gloucester-4396
3 Brook P Gloucester-4396
North Atlantic Grocery & Boat Supply Co Gloucester-521
United Fisheries Co 82 Commercial Gloucester-4103

Agents For Kismet Canteen 405 Main Gloucester-919

WESTERBEKE FISHING GEAR CO INC

Distributors of

GRIMSBY NETS

FLOATS - FITTINGS

WIRE & MANILA ROPE

MARINE HARDWARE

52 Duncan Gloucester-3642

Shoe Repairing

Kyrouz's Shoe Repair Shop
135 Main Gloucester-4650

Shoes

BARGAIN SPOT

REJECTS &
CANCELLATIONS

SHOES & RUBBERS FOR

MEN - WOMEN - CHILDREN

Cor Water & Main

209 Main Gloucester-4323

Broad's Shoe Store 131 Main Gloucester-2462

Brown's Walk-Over Shoe Shop
127 Main Gloucester-912

BUSTER BROWN SHOES—

BROWN WM & CO Gloucester-204

DICK'S SHOE SHOP

Est. 1922

JUMPING JACK CHILD LIFE

CLINIC ENNA JETTICKS

NUNN BUSH BOY SCOUT

TOP SIDERS KIDS

S & H GREEN STAMPS

9 Center Gloucester-3598

PHILIP WINE SHOES

FLORSHEIM

STRIDE RITE

NATURALIZER

WRIGHT ARCH-PRESERVER

Sperry Top-Siders - Kids

103 Main Gloucester-4343

Stone's Shoe Store
Florsheim Shoes For Men
297 Union LYnn 3-5580

Shoes—Orthopedic

Dick's Shoe Shop 9 Center Gloucester-3598
Philip Wine Shoes 103 Main Gloucester-4343

When people consider buying make sure they consider you - advertise in the Yellow Pages

Side Wall Covering

G & E ALUMINUM CORP
Englewood Rd Magnolia-1295
(See Advertisement This Page)

HOMART ASBESTOS SIDING—
SEARS ROEBUCK AND CO
83 Main Gloucester-1300

NORTH SHORE ALUMINUM PRODS
162 Perkins Gloucester-1762

STERLING MODERNIZING INC

Asbestos - Insulated
and Aluminum
SIDEWALL COVERINGS

BIRD & JOHNS-MANVILLE
F H A - 3 YRS. TO PAY
FREE ESTIMATES - NO OBLIGATION
15 Beach Ct Gloucester-3100

Sightseeing Tours

West End Taxi Service 44 Main Gloucester-3200

Signs

LESLIE SIGN SYSTEM INC
ESTABLISHED 1905
DESIGNERS, MANUFACTURERS &
ERECTORS OF NEON AND ALL SIGNS
COMPLETE SIGN SERVICE ON
NORTH SHORE & ENTIRE ESSEX COUNTY
Office - Factory - Window - Truck - Card
Paper - Metal - Real Estate Signs
Gold & Silver Leaf Work
11 Derby Sq Salem-2360

Salem Sign Co 230 Highland Av Salem-1964
(See Advertisement This Page)

G & E ALUMINUM CORP.
ENGLEWOOD ROAD
MAGNOLIA 1295

SIDING

LIFE SAVER FOR
YOUR HOME

ALUMINUM SIDING
SALES-INSTALLATIONS
COMBINATION
WINDOWS & DOORS

ROOFING - JALOUSIES - AWNINGS
ALL TYPES OF SIDING

SALEM SIGN CO.

SALEM 7 SIGN CO.

Mfrs. of NEON & ILLUMINATED
PLASTIC SIGNS. Signs of every
Description. Complete Maintenance Service
230-232 Highland Ave. SALEM
Salem 1964

Slip Covers

Curtain Shop 139 Main Gloucester-555
Elliott's 195 Main Gloucester-5133
HARRIS D F & SONS INC
26 Wharf Gloucester-190

Social Services

Mass Soc Prev Cruelty to Children
8 Angle Gloucester-4486
Salvation Army 23 Pleasant Gloucester-2764

Speech Correction

INSTITUTE FOR SPEECH CORRECTION
419 Boylston Boston CO ply 7-3838

Sporting Goods

Gray Chas J & Sons Inc 129 Main Gloucester-88
Sears Roebuck and Co 83 Main Gloucester-1300

Sportswear

Adasko Fashion Shop 158 Main Gloucester-567
Fili-Gardner Apparel Shop 10 Main Rockport-3535
Frost D O Co 33 Maplewood Av Gloucester-258
Gloucester Mfg Co 403 Main Gloucester-4145
North Shore Sportswear Co 10 Pearce Gloucester-2440
Vita Creations Inc
Women's & Misses Sportswear
10 Pearce Gloucester-6012

Spring Water

RAVENWOOD SPRING WATER

FAMOUS RAVENWOOD
SPRING WATER
Quick Delivery Service

10 Decatur Gloucester-1778

Springs—Automobile—Repairing

SALEM AUTO SPRING SERVICE

COMPLETE BRAKE SERVICE
BENDIX HYDROVAC
Sales & Service
"BEE LINE" ALIGNMENT
TRUCK - AUTO - BUS and TRAILER
FRAMES - AXLES and KNEE-ACTION
STRAIGHTENED ON CAR
rr63 Bridge Salem-4176

Stamps—Rubber

Phoenix Rubber Stamp & Printing Co
Stamps Stencils & Printing
74 Summer LY nn 5-0149

Mobile telephone service provides
communication between mobile units
and any telephone reached by the Bell
System, or between two mobile units.

Teletypewriter customers type back
and forth on the same connection,
making inquiries and receiving imme-
diate replies.

Stationery

ALLEN STATIONERY CO

LARGEST STATIONER
AND
OFFICE SUPPLY HOUSE
ON THE NORTH SHORE
Free Delivery

110 Munroe LY nn 3-9720

Haraden House 14 Leonard Gloucester-5015
Norman Office Supply
Everything For The Office
15 Washington Gloucester-827-W
Wright Margaret B 108 Main Gloucester-1100
(See Advertisement This Page)

Steel

CARPENTER E K CO INC

See Adv At Steel Fabricators
28 Harbor LYnn 2-8360

NORTH SHORE STEEL CO

STRUCTURAL
ENGINEERING
STEEL FABRICATION
FIRE ESCAPES
LIGHT IRON
WELDING

773 Western Av LY nn-8-1645

Steel Buildings

BUTLER STEEL & ALUMINUM BUILDINGS—
NEW ENG ERECTING CO INC
555 Mt Auburn Watertown 4-0740

Steel Fabricators

CARPENTER E K CO INC

- STRUCTURAL STEEL
DETAILED
- FABRICATED & ERECTED
- WELDING
- FIRE ESCAPES

28 Harbor LY nn 2-8360

Steeple Jacks

BELLEAU METAL WKS INC

Chimney Builders - Roofing
Sheet Metal Work
Interior Decorating
Exterior Painting
Expert on Churches &
Industrial Plants

125 Canal Salem-3730

Stone—Crushed

ESSEX SAND & GRAVEL CO
Russell Peabody Jefferson 2-0794

Storage

ANDY'S DELIVERY SERV
19 Pearl Gloucester-3601-W
DUNN D W STORAGE CO
3175 Washington Boston Hancock 6-8000

Your own gold mine - an ad in the
Yellow Pages.

Storage—Household

Lane Everett T Co
157 Washington Gloucester-4021-W

Store Fronts

NORTH SHORE GLASS & MIRROR CO
111 Canal Salem-1131

Stoves

**KENMORE RANGES & STOVES SALES &
SERVICE—**
SEARS ROEBUCK AND CO
83 Main Gloucester-1300

Stucco

Faulk Bros Inc 35 Whittemore Gloucester-1771

Surgeons

See Physicians & Surgeons (M.D.)
also Physicians & Surgeons—
Osteopathic (D.O.)

Surgical Appliances

Curtis & Spindell Co Inc 205 Oxford LY nn 5-3510
(See Advertisement This Page)

Surplus & Salvage Merchandise

Universal Wrecking Corp 20th Bridge Salem-0124

Surveyors

Michellini Arthur L Arhelle Manchester-714

**STATIONERY
COMMERCIAL & SOCIAL**

Margaret B. Wright

GREETING CARDS
AND GIFTS
OFFICE EQUIPMENT
Lending Library

106 MAIN ST.
GLOUCESTER
1100

CURTIS & SPINDELL CO. INC.
"North Shore's Oldest Surgical House"
Serving North Shore for over 50 Years
Makers of

SURGICAL APPLIANCES
• ELASTIC STOCKINGS
• TRUSSES
• SURGICAL BELTS and CORSETS
Wheel Chairs • Hospital Beds

To Rent and for Sale
DELIVERY SERVICE
★ Tel. LY nn 5-3510
203-205 OXFORD ST., LYNN, MASS.

Tables—Renting

HIGHLAND CHAIR SERVICE CO
425 School Lowell GL enview 2-5721

Tailors

COZZI OF NEW YORK LTD

The House of Fine Tailoring
Custom-Made &
Ready To Wear

"If It Isn't Ultra Smart
It Isn't Cozzi's"

Lexington Av Magnolia-1434

DeMarco's Cleaners
103 Washington Gloucester-4464
Gloucester Tailors 176 Washington Gloucester-199
Strand Dye House 45 Main Gloucester-2563

Tailors—Custom

Cozzi Of New York Ltd
Lexington Av Magnolia-1434

Taverns

Cameron's Restaurant 206 Main Gloucester-707
Fat's Walla's Tap Room Inc
Choice Liquors
14 Main Gloucester-704
Hollywood Inn Northern Av Essex-169
Hydaway 72 Duncan Gloucester-1232
Pier Cafe 10 Parker Gloucester-3030

Tax Return Preparation

Harney Wm T 219 Main Gloucester-6153

Taxicabs

BROADWAY TAXI OF ROCKPORT INC

71 Granite Rockport-914
Brown Ralph C 345 Main Gloucester-4497

BROWN'S CITY TAXI SERV

345 Main Gloucester-27
(See Advertisement This Page)

Central Taxi 70 Maplewood Av Gloucester-29
(See Advertisement Next Page)

CITY TAXI SERVICE 345 Main Gloucester-27

GLOUCESTER CAB CO INC

TAXI

374

392 Main Gloucester-374

MADRUGA'S TAXI 345 Main Gloucester-673

Mitchell's Taxi 320 1/2 Main Gloucester-24

(See Advertisement on Page 91)

Rosie's Taxi 114 Parker Gloucester-4646

(See Advertisement on Page 91)

West End Taxi Service 44 Main Gloucester-3200

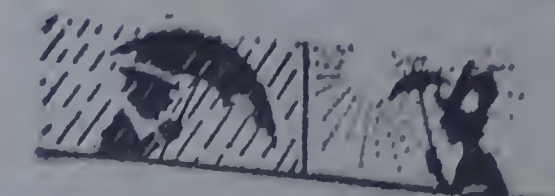
(See Advertisement on Page 91)

CONTINUED ON PAGE 94

Distant-talking telephones allow you to carry on a regular telephone conversation at a distance without actually holding the telephone. They are a boon to busy executives.

CENTRAL TAXI

RAIN or



SHINE

GLOUCESTER

CALL

29

OR

4800**3500**

WEDDINGS



FUNERALS

THURSTON'S TAXI
Owned & Operated by Joseph N. Silva

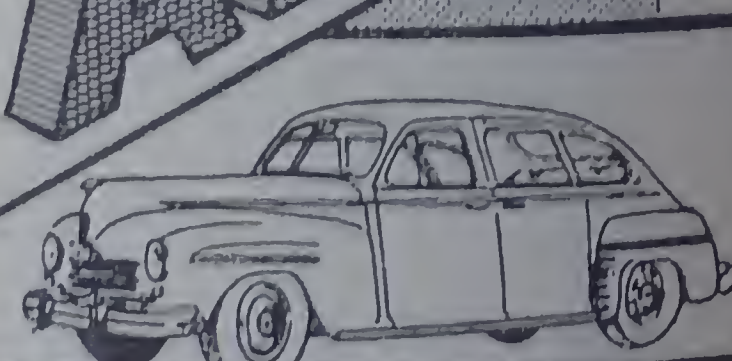
70 MAPLEWOOD AVE.

BROWN'S CITY TAXI SERVICE

FORMERLY
MADRUGA'S
TAXI



TWO WAY RADIO FOR
PROMPT, EFFICIENT
SERVICE



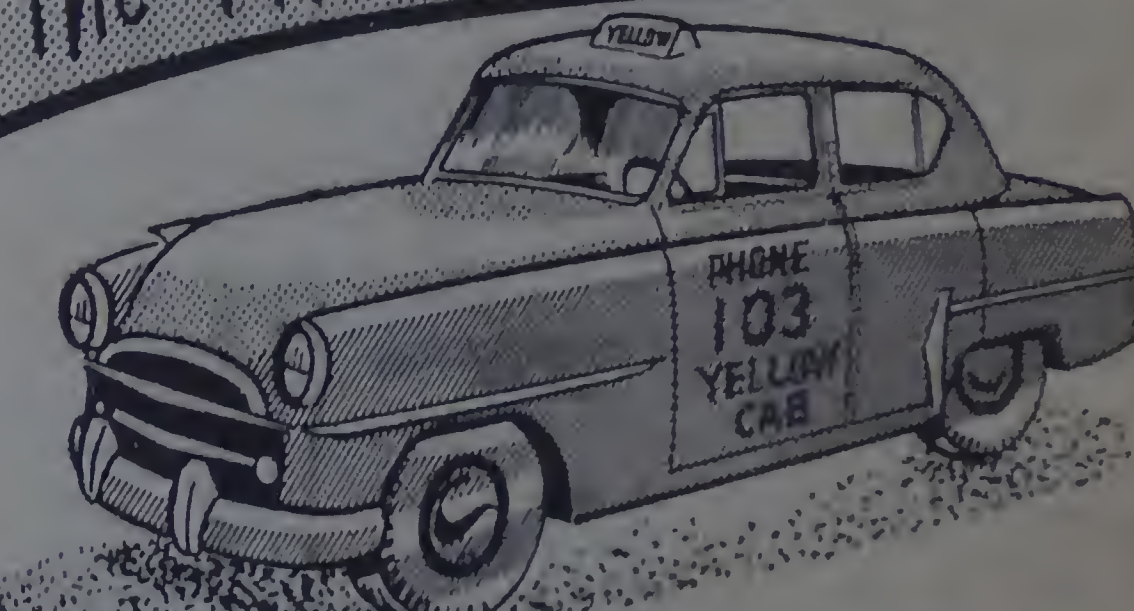
RALPH C. BROWN, PROP.
CAUTIOUS, COURTEOUS
DRIVERS

TEL. GLOUCESTER **673-27**

STAND - 345 MAIN ST., TOP OF UNION HILL



The FIRST choice

**YELLOW CAB CO.**

14 PEARL STREET

TEL.
GLOUCESTER **103**



SERVING GLOUCESTER AND SUBURBAN RESIDENTS

West End TAXI

SERVICE

7 Passenger
Limousines
For Funerals
& WEDDINGS

CALL
DAY or NIGHT

Gloucester
3200

RADIO DISPATCHED CABS
SENT ANYWHERE - ANYTIME
STAND AT 44 MAIN ST.
GLOUCESTER

YANKEE CAB SERVICE

24 HOUR
SERVICE

113 WASHINGTON
STREET



CALL
FOR A
YANKEE
CAB

GLOUCESTER 4477

Taxicabs—Continued

YANKEE CAB SERVICE

113 Washington Gloucester-4477

(See Advertisement This Page)

YELLOW CAB CO 14 Pearl Gloucester-103

(See Advertisement Preceding Page)

YELLOW CAB CO

TAXI
103

14 Pearl Gloucester-103

Telegraph Companies

Western Union Teleg Co

To send a telegram cablegram or radiogram
at any time

Ask "Operator" for Western Union

Telephone Companies

New Eng Tel & Tel Co 14 Elm Gloucester-9900

When people want emergency service -
they look first in the handy Yellow
Pages.

Your ad in the Yellow Pages tells your
sales story to people shopping for good
buys.

MITCHELL'S TAXI

"TO BE SURE"
CALL

24

IF BUSY CALL 3121

326½ MAIN ST.
GLOUCESTER

ROSIE'S TAXI



4646

rr14 PARKER ST.
GLOUCESTER

Teletypewriter Service



BELL SYSTEM TELETYPEWRITER SERVICE

for fast - accurate - written communications

OUTSTANDING FEATURES

- 100 words per minute • 24-hour service
- Speed • Two-way communication
- Accuracy • Acknowledgement of messages
- Simplicity • Privacy • Low cost
- Multicopy - your own forms

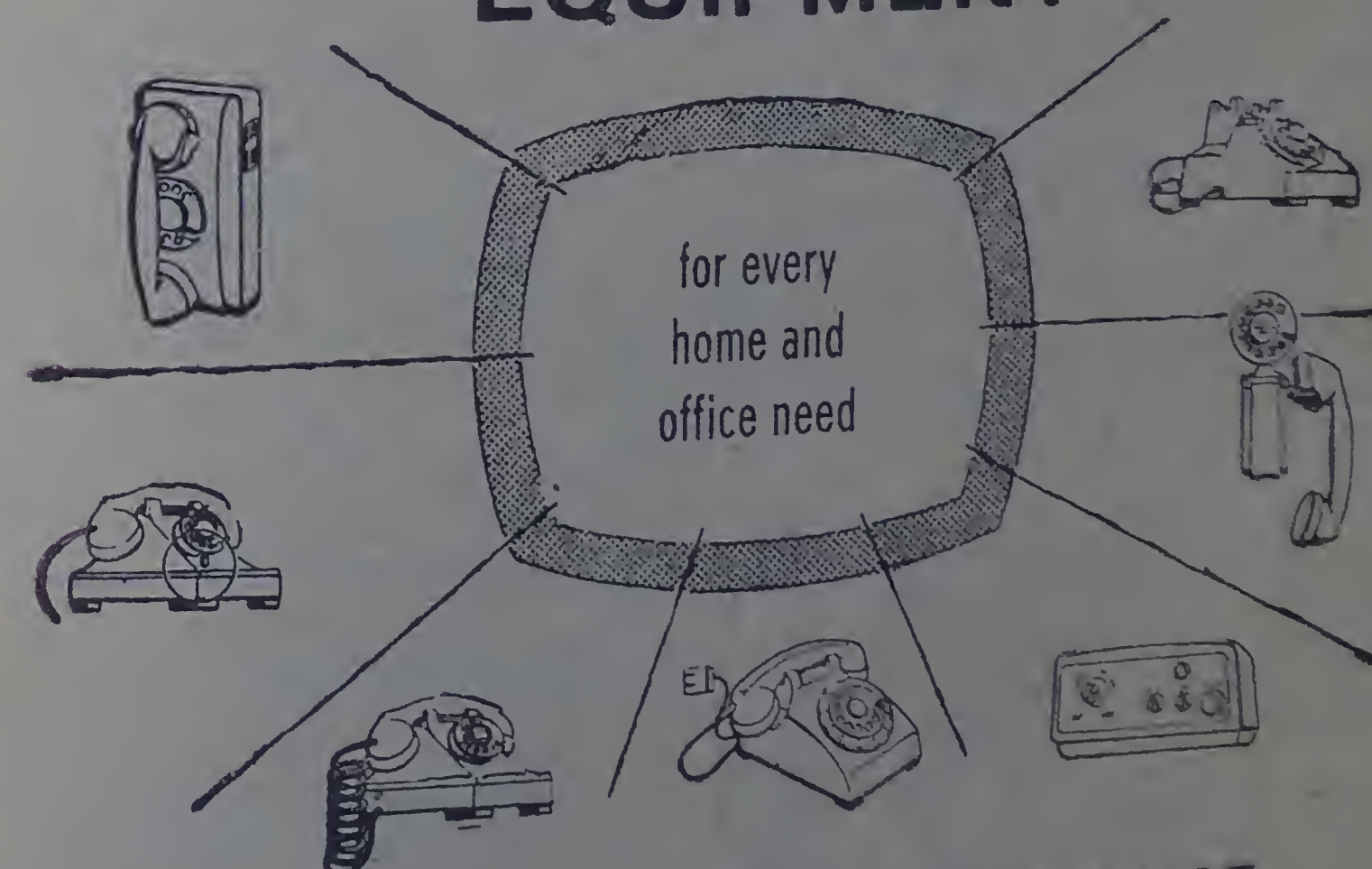
Also Available - Private Line Teletypewriter Service

CALL YOUR BUSINESS OFFICE

New England

Telephone & Telegraph Company

BELL SYSTEM COMPLETE TELEPHONE EQUIPMENT



CALL YOUR BUSINESS OFFICE

New England
Telephone & Telegraph Company

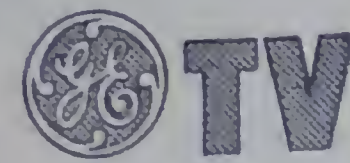
Telephone Secretarial Bureaus

Telephone Answering Service of Gloucester
52 Harrison Av Gloucester-5200
(See Advertisement This Page)

Television Dealers

GENERAL ELECTRIC TELEVISION

Top performance TV in a wide range of prices, cabinet styles and finishes. Look to General Electric for the latest TV improvements.



PROGRESS IS OUR MOST IMPORTANT PRODUCT

"WHERE TO BUY THEM"

DEALER

Morton A L Co Inc
1 Railroad Av Gloucester-4330

MAGNAVOX TELEVISION SALES

Finest High-Fidelity pictures and sound, Chromatic Optical Filter, Multiple Speakers, Superpowered dependable chassis in wide selection of fine furniture-models. Also High-Fidelity Radio-Phonographs.

Magnavox

"WHERE TO BUY THEM"

Sandler's Inc 136 Main Gloucester-3756

MOTOROLA TELEVISION

COLOR TV **MOTOROLA**
and **TV**
BLACK & WHITE

Television with — PROVEN DEPENDABILITY
Newest developments — Beautiful Cabinetry
Fine Reception — Priced for every budget.

"WHERE TO BUY THEM"

DEALERS

Almy Bigelow & Washburn Inc
199 Main Gloucester-5810
CAPE ANN TELEVISION SERV INC
53 Duncan Gloucester-1075
Tel-Rad Co 133 Main Gloucester-89

Pratt's Radio & Television Co
73 Main Rockport-3251

Yellow Pages listings pay.

BUSINESS - PROFESSIONAL MEN
ARE YOU MISSING
IMPORTANT PHONE CALLS?

**24 HOUR
ANSWERING
SERVICE**

SECRETARIAL SERVICE
FOR COMPLETE
DETAILS CALL
— SPECIAL —

8 Hrs. a Day - 6 Days A Week - Answering Service
TELEPHONE ANSWERING SERV. OF GLO.

52 HARRISON AV. **GLOUCESTER 5200**



Television Dealers—Continued

RCA VICTOR

TELEVISION
RADIO, PHONOGRAPHS
TAPE RECORDERS
RECORDS

World Leader in Radio.
First in Recorded Music.
First in Television.



"WHERE TO CALL"

DEALERS

Almy Bigelow & Washburn Inc
199 Main Gloucester-5810
Hall's Radio Shop
30 Washington Gloucester-779
Sandler's Inc 136 Main Gloucester-3756

SILVERTONE TELEVISION SALES & SERVICE—

SEARS ROEBUCK AND CO
88 Main Gloucester-1300

Television Equipment & Parts

Hall's Radio Shop 30 Washington Gloucester-779

TEL-RAD CO

PETER J. KTISTES, Prop.
GRADUATE ELECTRICAL ENGINEER
TELEVISION SERVICE - PARTS &
INSTALLATIONS FOR ALL MAKES
OF TELEVISION RECEIVERS
TELEVISION RENTALS

133 Main Gloucester-89
Residence Gloucester-1996

Television Equipment & Parts—
Whol & Mfrs

Young & Young Of Lawrence Inc
198 Bway Lawrence MU rdock 7-7171

Television Service

ALMY BIGELOW & WASHBURN INC
199 Main Gloucester-5810
Cape Ann Television Serv Inc
53 Duncan Gloucester-1075
Custom Television Serv Western Av Essex-229
Essex Radio & Television Serv Martin Essex-340-3
Morton A L Co Inc 1 Railroad Av Gloucester-4330
Parkhurst Radio Shop 238 Main Gloucester-34
Prompt Television & Radio Service
6 Addison Gloucester-3321

Shoppers use the Yellow Pages.

**Portable
Telephone**



For details call your
Telephone Business Office

Television Service—Continued

RCA TELEVISION SERVICE

FACTORY BRANCH
SERVICE
EXCLUSIVELY
FOR
RCA VICTOR
TELEVISION



"FOR SERVICE CALL"

RCA SERVICE COMPANY INC
46 Balmoral Andover Salem-2266

Tel-Rad Co 133 Main Gloucester-89

Tennis Court Construction

BERKSHIRE TENNIS COURT CONSTR CO
River Lee-758-M

Theatres

NORTH SHORE THEATRE
285 Main Gloucester-1936
Strand Theatre 72 Main Gloucester-2120

Tile Contractors—Ceramic

Elliott's 195 Main Gloucester-5133
HALLMARK FLOORING INC
281 Cabot Beverly-4304

Tile Contractors—Non-Ceramic

CARL & GLOVER 397 Main Gloucester-3940
(See Advertisement This Page)
Elliott's 195 Main Gloucester-5133
Pallini Louis H
Distributors & Applicators Aluminum
Wall Tile
6 Andrews Gloucester-5766
Trafton's Linoleum Shop
32 Mt Pleasant Rockport-2507

Time of Day Service

TELL TIME SERV Gloucester-3829

Tires

ARMSTRONG TIRES

Specialists in Quality
Tires & Tubes Since 1912
PASSENGER
TRUCK
FARM



"Unconditionally Guaranteed"

"WHERE TO BUY THEM"

DISTRIBUTOR

Morton A L Co Inc
1 Railroad Av Gloucester-4330

AUTOMOTIVE DISTRIBUTORS INC

FIRESTONE - TIRES

Complete Line of
Automotive Equipment
Welding Equipment, etc.

290 Main Gloucester-4777

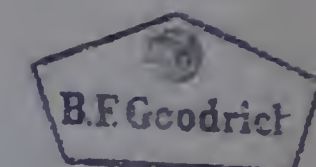
Dock Square Garage 21 Dock Sq Rockport-2212

Quick as a wink - Yellow Pages.

Tires—Continued

GOODRICH B F TIRES

LIFE-SAVER
TUBELESS TIRES



New and Used Tires - Recapping - Tire Service

"WHERE TO CALL"

CARR G ELLIOTT
34 Railroad Av Gloucester-2300

GOODYEAR TIRES

More people ride on
Goodyear Tires than on
any other kind.



Let the Goodyear dealer
be your Tire Service
Headquarters.

"WHERE TO BUY THEM"

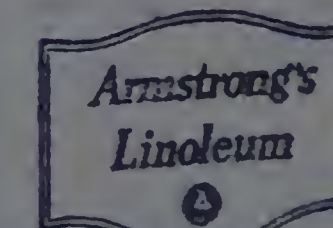
Morton A L Co Inc
1 Railroad Av Gloucester-4330

Gove's Gulf Station
132 Washington Gloucester-2607
Tally's Serv Sta 7 Main Gloucester-773

Use these Yellow Pages like a dictionary. Products and services are listed alphabetically.

CARL & GLOVER

TILE CONTRACTORS



Church Tile
PLASTIC WALL
FREE ESTIMATES
EXPERIENCED MEN

Get Our Price
Before You Buy!

GOOD LINOLEUM
deserves **GOOD INSTALLATION**
WILTON CARPETS by HOLMES

IN BEVERLY 6217
397 Main St. **Gloucester 3940**

Tobacco

Brown H C Inc
Wholesale Tobacco
447 Main Gloucester-2830

Tools

MALL PORTABLE POWER TOOLS—
INDUSTRIAL BLACKSMITH SHOP
107 Eastern Av Gloucester-3760

Tools—Mfrs

Murmac Manufacturing Co 80 Grove Gloucester-1360

Tourist Agencies

See Travel Agents

Tourists Cottages & Cabins

Quarry Motor Lodge 85 Granite .. Rockport-3494

Tourists' Homes

House of Erwin 2 King Rockport-2352
Linden Tree 26 King Rockport-2494

MANSION HOUSE

BASS ROCKS, GLOUCESTER
The Guest Home with the Charm
and Dignity of Yesterday Combined
with the Modern Conveniences of Today
Opposite The Bass Rock Golf Club
BREAKFAST 2 Minutes to Beach
27 Beach Rd. Gloucester-4625

Towel Service

Bell Linen Service Inc
70c Long Beach Gloucester-4447
MITCHELL'S COAT & TOWEL SUPPLY
Warwick Rd Gloucester-971

MORGAN LINEN SERVICE INC

RENT
COATS - APRONS
TOWELS

Complete Linen Service

9 Hubbard MA Iden 4-1120

Towing Service—Automobile

Noseworthy's Serv Sta Inc
387 Main Gloucester-4499
TALLY'S SERVICE STATION
A A A Approved Service
7 Main Gloucester-773
THURSTON GEORGE W INC
6 Pearce Gloucester-2400

Toys

Curtis Toy Store 8 Pleasant Gloucester-5252
Haraden House 14 Leonard Gloucester-5015

Tractors

Sawtelle Bros Mower Mart
594 Broadway SA ugus 8-2000
Shawsheen Equipment Co
Authorized Ford Tractor Sales & Service
42 Balmoral Andover-2166

Surveys show that buyers are attracted to well-planned, attractively-illustrated ads in the Yellow Pages.

Trailers—House

BAY STATE TRAILER SALES
E Main Merrimac Fireside 6-5711

Travel Agents

Dewing Travel Serv
4 State Newburyport Mass
From telephones in Gloucester
ask "Operator" for Enterprise-5784
No charge on Enterprise calls
From all other telephones
ask "Operator" for
Newburyport HO mestead-5-7771
Regular charge on these calls

KIMBALL TRAVEL CENTER

AIRPLANE, BUS, STEAMSHIP, RAIL
TICKETS - RESERVATIONS
OFFICIAL AGENTS ALL LINES
Tariff rates - no service charge
CRUISES - TOURS - TRIPS
Resorts, Vacations & Travel everywhere
Travel Advisors For Nearly 50 Years
7 Central Salem-0042

SMITH BOB AGCY

Cape Ann's Only Travel Bureau
AIRPLANE - BUS - STEAMSHIP - RAIL
TRIPS - TOURS - CRUISES - VACATIONS
OFFICIAL AGENTS
(All Lines & Hotels Worldwide)
BEST ACCOMMODATIONS AT
LOWEST PRICES
16a Pleasant Gloucester-3305

Tree Service

AJAX TREE EXPERTS INC
TREE & LANDSCAPE
EXPERTS
FULLY INSURED - FREE ESTIMATES
NO TRAVELING CHARGE
(CALL COLLECT)
After Hours ... Lawrence MU rdock-8-7355
Main Andover-3000

AMALIA TREE SURGEONS INC

COMPLETE TREE SERVICE
WITH
A SENSIBLE ATTITUDE
TOWARD COST
INSPECTION GRATIS
5 Elm Manchester-300

BARTLETT TREE EXPERTS—
BARTLETT TREE EXPERTS

Call At Our Expense
640 Hale Beverly Farms-250

Corliss Bros Inc Reynard Gloucester-513
DODGE ASSOCIATES INC
268 Main Wenham Hamilton-858
Gloucester Tree Serv Fernald Gloucester-6076
RALSTON TREE SERV INC
525 Islington, Portsmouth N H GE neva 6-5436

Lamps and visual signals are available for your telephone service. Customers with more than one telephone line find them of great value in determining which line to answer.

Truck Agencies & Dealers

DODGE JOB-RATED TRUCKS

MEAN ...
"A BETTER DEAL FOR
THE MAN AT THE WHEEL"

Fit the Job ... Save Money
Last Longer
Sales, Service and Factory
Engineered parts



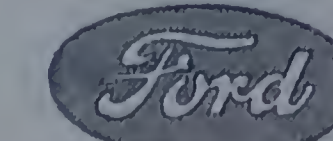
"FOR INFORMATION CALL"

THURSTON GEO W INC
6 Pearce Gloucester-2400

FORD AUTHORIZED SALES & SERVICE

FORD TRUCKS

LAST LONGER



SERVICE ALWAYS NEAR-BY!

"FOR SERVICE CALL"

STEVENS MOTOR SALES INC
95 Bass Av Gloucester-850

INTERNATIONAL MOTOR TRUCKS—
TALLY'S AUTO SALES INC

2 Washington Gloucester-549

Truck Covers

Flygare's Sail Loft rr 373 Main Gloucester-3160

Trucking

ANDY'S DELIVERY SERVICE

10 Pearl Gloucester-3601-W
Balzarini Antonio 257 Granite Rockport-2180

BALZARINI MARIO E

GENERAL TRUCKING

SAND - GRAVEL - FILLING

LOAM & MANURE

CESSPOOLS

PUMPED OUT & CLEANED

RUBBISH REMOVAL

43 Curtis Rockport-3489

Bertie's Trucking Inc rr417 Main -Gloucester-1950

BOSTON GLOUCESTER EXPRESS

Howard F. Bennett - Raymond L. Dodge
DAILY EXPRESS SERVICE
BOSTON to GLOUCESTER
and All Intermediate Points
Pick-up & Delivery Throughout the City
GENERAL MERCHANDISE
CARLOAD LOTS
Boston Terminal ... Boston CA pilot 7-4790
35 Pearl Gloucester-1678

Cape Ann Transport Co Inc
2 Cleveland Gloucester-1189
Wharf ofc rr405 Main Gloucester-4672
(See Advertisement This Page)

Cape End Trucking Inc
4 Cleveland Pl Gloucester-5555
Gloucester-3800

Coyle J Inc 2 Main
ELLIOT A J TRANS CO
Rowe Sq Gloucester-5441

Fogg's Exp Inc
276 Quincy Av Braintree VI ctor 3-0430
(See Advertisement This Page)

Customers new to this area look in the Yellow Pages.

See front pages for
complete dialing instructions

Trucking—Continued

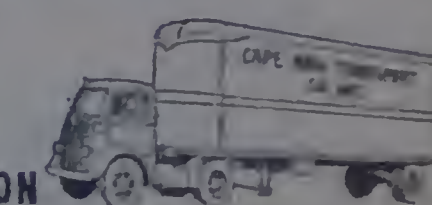
Gloucester Fish Transport Inc
Hale Distributing Co 214 Main Gloucester-4992
Harrison Dispatch Co Gloucester-6104
JULIANO BROS rr45 E Main Gloucester-4244
(See Advertisement This Page)
Lattof Albert F 188 Main Rockport-631
Trohi Trucking Co 37 Haverhill Gloucester-5760
Union Transportation Co Inc
106 Eastern Av Gloucester-2820

Trusses

Curtis & Spindell Co Inc
Private Fittings By Qualified Men
205 Oxford
LY on 5-3510

CAPE ANN TRANSPORT
CO., INC.

JOHN J. BROWN
(Brownie)
Pres. & Manager



FISH TRANSPORTATION

NEW YORK - PHILADELPHIA - BALTIMORE
2 CLEVELAND ST., GLOUCESTER

OFFICE: TEL. GLOUCESTER 1189

NIGHTS: CALL GLOUCESTER 2070

rr 405 MAIN ST., GLOUCESTER

TEL. GLOUCESTER 4672

FOGG'S
EXPRESS INC.

ESTABLISHED 1885

DAILY SERVICE

BOSTON - NORTH SHORE - SOUTH SHORE

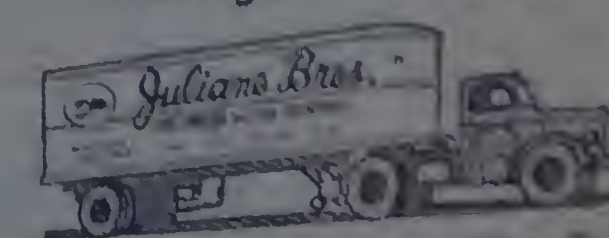
Straight Loads to all points in Mass.

BRAINTREE 276 QUINCY AVE. VI ctor 3-0430

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GLOUCESTER 7 EXCHANGE ST. Gloucester 4142

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MAINE - MASS. - CONN. - NEW YORK
NEW JERSEY - PHILADELPHIA

JULIANO BROS.

Call GLOUCESTER 6099

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rr 95 E MAIN ST. GLOUCESTER, MASS.

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Tucker's Farm
Oven Ready Turkeys Year Round
28 Cherry Gloucester-133

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ALPER'S CLOTHING STORE

TUXEDOS - FULL DRESS
WHITE TUXEDO COATS
MORNING SUITS

Complete With Accessories

Open Evenings by Appointment
(After 6 PM Call 3960)

222 Main Gloucester-299

Twine

Ederer Div-Linen Thread Co Inc
105 Maplewood Av. Gloucester-360

GOLD MEDAL TWINES—
LINEN THREAD CO INC
105 Maplewood Av. Gloucester-5260

Typewriters

ALLEN STATIONERY CO

110 Munroe LY nn 3-9720
(See Advertisement This Page)

CONNERY-KAVANAUGH CO

132 Munroe LYnn 5-1890
Essex County Typewriter Co 8 Elliott Beverly-1051
General Office Equipment Co 22 Federal Salem-3100
(See Advertisement This Page)
King's Typewriter Shop Inc 22 Federal Salem-3100

Yellow Pages save you money.

ALLEN STATIONERY CO. EXCLUSIVE AGENTS FOR

SMITH-CORONA TYPEWRITERS
IN ESSEX COUNTY
Sales • Rentals • Repairs

ADDING MACHINES
All Makes • Hand & Electric
All Makes of Portable
and Standard Typewriters
Bought - Sold
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• OFFICE SUPPLIES •

New Portable Typewriters may be Rented for \$1.25 Weekly
110 MUNROE ST., LYNN LY nn 3-9720



GENERAL OFFICE EQUIPMENT CO.
BEN WORLING - Pres. & Treas.

TYPEWRITER SERVICE
All Makes of
Typewriters & Adding
Machines Overhauled

AUTHORIZED ROYAL TYPEWRITER DEALER
DESKS - FILES - CHAIRS
Sales & Rentals

22 FEDERAL ST.
Cor. Washington & Federal **SALEM 3100**



Typewriters—Continued

**UNDERWOOD TYPEWRITERS SALES
SERVICE & RENTALS—**
BRUNELLE OFFICE EQUIPMENT CO
11 Gedney Salem-1586

Typewriters—Repairing

Brunelle Office Equipment Co
11 Gedney Salem-1586
Connery-Kavanaugh Co 132 Munroe LY nn 5-1890
Norman Office Supply
15 Washington Gloucester-827-W

Undertakers

See Funeral Directors

Uniforms

MORGAN LINEN SERVICE INC

9 Hubbard MA Iden 4-1120

Upholsterers

Doherty T F Upholstering Co
50 Orchard Salem-0101
(See Advertisement Next Page)

HARRIS D F & SONS INC

26 Wharf Gloucester-190
(See Advertisement Next Page)

Herdman Charleton J
439 Western Av Gloucester-2679
(See Advertisement Next Page)

Murray Charles W 14 Summer Rockport-2132
North Shore Furn Co 161 Main Gloucester-94
(See Advertisement Next Page)

Simmonds Upholstering Co Inc
Salem Mass

From telephones in Gloucester
ask "Operator" for Enterprise-1135
No charge on Enterprise calls

From all other telephones
ask "Operator" for Salem-6132
Regular charge on these calls

TUCK KRAFT DECORATORS SHOP
20 Main Rockport-2797
(See Advertisement Next Page)

Vacuum Cleaners

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All Latest Models-Rebuild Service
30 Washington Gloucester-779

KENMORE VACUUM CLEANER SALES & SERVICE—

SEARS ROEBUCK AND CO
83 Main Gloucester-1300

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Waters Valve Co 473 Washington Gloucester-3762

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Andrew's Luncheonette
Open Every Day
76 Prospect Gloucester-264

Mitchell Tony Grocery Store
185 Washington Gloucester-161

Nickas' Mkt 156 Prospect Gloucester 3165
O'Connell's Variety Store

89 Washington Gloucester-2191
Peter's Variety Store 1 Wonsan Gloucester-1708

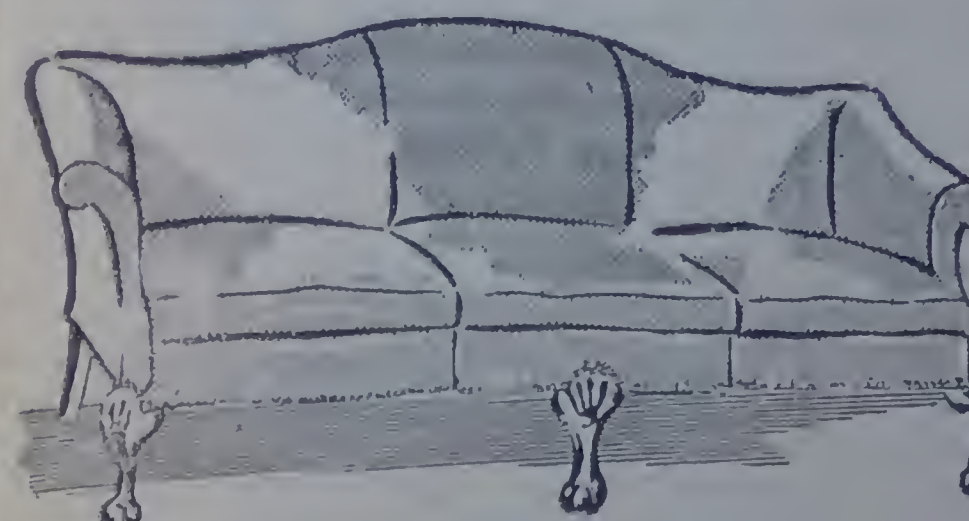
Surveys show that more than 95% of
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services.

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Pages to locate new dealers to serve
you.

See front pages for
complete dialing instructions

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Custom Made
FURNITURE



UPHOLSTERING
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DRAPERIES

REPAIRING
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CUSTOM SLIP
COVERS

**FREE ESTIMATES
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Call **GLOUCESTER 2679**
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Gloucester

T. F. DOHERTY UPHOLSTERING CO.

★ Re-Upholstering ★

SLIP COVERS - DRAPERIES
EVERY PIECE GUARANTEED IN THE
SAME WAY AS NEW FURNITURE

SAVE UP TO 40% as a result of our
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PHONE OR WRITE FOR ESTIMATES IN YOUR HOME
WITHOUT OBLIGATION

Salem 0101

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LY nn 2-9264

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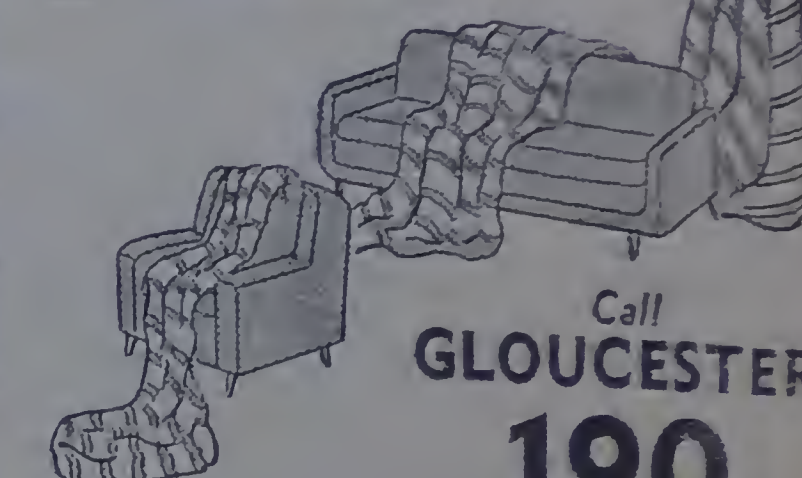
Tuc Kraft
Albert E. Tuck Jr.

• DRAPERIES • SLIP COVERS
• UPHOLSTERING • VENETIAN BLINDS
• DISTINCTIVE FABRICS • CUSTOM FURNITURE
• FOAM RUBBER MATTRESSES •
• BOX SPRINGS • CARPETING •
**TUCK KRAFT DECORATORS SHOP
ROCKPORT 2797**

20 Main St.

Upholstering

- CUSTOM MADE SLIP COVERS
- CUSTOM MADE DRAPERIES
- VENETIAN BLINDS
- WINDOW SHADES



Call
GLOUCESTER 190

D. F. HARRIS

& SONS, INC.

ESTABLISHED 1865

26 WHARF ST.

UPHOLSTERING



Phone For Our Decorator
Salesman - He Will Call At
Your Home Anytime
With Samples

161 MAIN STREET

**NORTH SHORE
FURNITURE CO.**

Gloucester 94

Venetian Blinds

Curtain Shop 139 Main.....-Gloucester-555
Elliott's 195 Main.....-Gloucester-5133

FLEXALUM TWI-NIGHTER BLINDS

Make any room NOT JUST DIM — BUT DARK. Complete privacy, light and ventilation control. Custom-made of famous Flexalum spring-tempered aluminum slats, easy wipe-clean plastic tapes, whisper-quiet operation. Over 200 color combinations. Free estimates.



"WHERE TO BUY THEM"

MANUFACTURER

Rex Venetian Blind Co
Wholesale Only
817 Albany . Roxbury GA rison 7-0400

HARRIS D F & SONS INC 26 Wharf Gloucester-190

HIGGINS LINCOLN C CO 23 Dock Sq Rockport-3104

LEVOLOR BUILT VENETIANS

Custom Built With Levolor Enclosed Metal Head — Self Adjusting Tilter to Keep Tilt Cords Even and Sleek Metal Bottom Bar.



"WHERE TO BUY THEM"

DEALER

HIGH GRADE SHADE & SCREEN CO INC 391 Broad. LY nn 2-5027

MANUFACTURER

HIGH GRADE SHADE & SCREEN CO INC 391 Broad. LY nn 2-5027

North Shore Furniture Co 161 Main.. Gloucester-94

TOMPKINS C F CO

Venetian Blinds

Quality Furniture & Rugs

67 Middle Gloucester-880

Veterinarians

Babson Osman 343 Washington. . . . Gloucester-214
Cape Ann Animal Hospital
Henry R Steadman Jr
602 Western Av. -Magnolia-1488

Wallpaper

Epstein's Paint & Wall Paper Co
210 Main. Gloucester-2126-W

Teletypewriter messages typed on one machine are instantly and accurately reproduced on any other teletypewriter to which it is connected.

Use these Yellow Pages like a dictionary. Products and services are listed alphabetically.


Wallpaper Removing Machines—Renting

CAPE ANN GLASS CO 216 Main. Gloucester-4732

Washing Machines

EASY HOME LAUNDRY EQUIPMENT

New Space-Savingest Washer-Dryer Combination we've ever built. Also Automatic Washers and Matching Electric or Gas Dryers, Spindriers, Wringer Washers. Home laundry specialists since 1877.



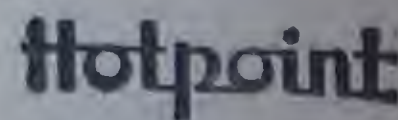
"WHERE TO BUY THEM"

DEALER

Almy Bigelow & Washburn Inc
199 Main Gloucester-5810

HOTPOINT AUTOMATIC WASHERS AND DRYERS

New Pushbutton Washers with WOND-R-DIAL. 2 separate cycles for REGULAR and DELICATE fabrics, all-new AQUAMATIC WASH-RINSE ACTION. Hotpoint Sealed Chamber Dryers eliminate heat, lint & moisture. NO VENTINGS! Available in colors.



"FOR INFORMATION CALL"

DISTRIBUTOR

General Elect Supply Co
145 N Beacon. Brighton AL gonquin 4-5300

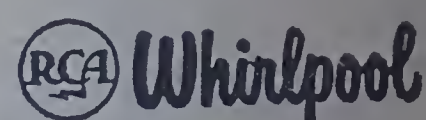
KENMORE WASHING MACHINES SALES & SERVICE—

SEARS ROEBUCK AND CO
83 Main Gloucester-1300

Morton A L Co Inc
1 Railroad Av. -Gloucester-4330

RCA WHIRLPOOL HOME LAUNDRY EQUIPMENT

AUTOMATIC AND WRINGER WASHERS, DRYERS...IRONERS, RANGES AND ROOM AIR CONDITIONERS AND FREEZERS. Made by Whirlpool-Seeger Corp. St. Joseph, Mich.



"WHERE TO CALL"

DEALER

Almy Bigelow & Washburn Inc
199 Main. Gloucester-5810

Sandler's Inc 136 Main. -Gloucester-3756

Watch Repairing

ROGERS GEO K CO
Optical Repairing & Prescriptions Filled
150 Main Gloucester-806

Looking for new customers? Advertise where they look — in these Yellow Pages.

Your Yellow Pages ad is seen by potential customers every day throughout the year.

Water Heaters

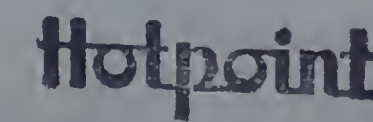
FRIGIDAIRE WATER HEATERS—

KING A J JR
11 South Rockport-2509

GLOUCESTER SUPPLY CO
122 Main Gloucester-18

HOTPOINT ELECTRIC WATER HEATERS

First choice in over one million homes... Hotpoint Automatic Electric Water Heaters with "Magic Circle" Heat provide an abundance of clean, hot water 'round the clock. 5-yr. Tank Guarantee... liberal 10 yr. Protection Plan.



"FOR INFORMATION CALL"

DISTRIBUTOR

General Elect Supply Co
145 N Beacon Brighton AL gonquin 4-5300

Waterproofing Contractors

Anderson A H Co
55 Water Newburyport HO mestead 5-0022

Wedding Invitations

Chisholm Leo A 51 Duncan. Gloucester-318

Welding

BALSER ARTHUR E CO 206 Bridge Salem-0077
GLOUCESTER MARINE RAILWAYS
CORP 9 Wharf Gloucester-2775
Jack's Dent Shop 27 Rogers. Gloucester-506
Love John T 31 Wharf Gloucester-1913
Mondello Anthony
rr 18 Harmony Sq Gloucester-2579
Steel Shop 211 E Main Gloucester-4272

Well Contractors

EASTERN DRILLING CO

Artesian, Driven & Gravel

Packed Wells - Test

Borings

MUNICIPAL - INDUSTRIAL - DOMESTIC

ANYWHERE IN N. E.

WRITE P. O. BOX 121

10 Jefferson Av WOburn 2-3210

Rollins Charles M Co
Depot Rd Boxford Topsfield TU cker 7-2320

Well Contractors—Artesian

Robinson Artesian Well Co Inc
Forest Hill Av Lynnfield Center-4-3451

Wharf Builders

HALL BROS INC 9 Wharf. Gloucester-2775

Wheel Aligning—Automobile

BEAR WHEEL ALIGNING & BALANCING—
CARR G ELLIOTT
34 Railroad Av Gloucester-2300

THURSTON GEORGE W INC
6 Pearce Gloucester-2400

Surveys show that 95% of the buying public use the Yellow Pages as a guide when they are ready to buy.

See front page for complete dialing instructions

Wheel Chairs

Curtis & Spindell Co Inc
See Advertisement Under Surgical Appliances
205 Oxford LY nn 5-3510

GILMAN BROTHERS INC

Phone Your Local Druggist
For Information
On Our Invalid and
Hospital Supplies

190 Shawmut Av Boston LI berty 2-0780

Window Shades

Curtain Shop 139 Main -Gloucester-555
Elliott's 195 Main -Gloucester-5133

HARRIS D F & SONS INC

DUPONT TONTINE
CUSTOM MADE
WINDOW SHADES
— WASHABLE —

26 Wharf Gloucester-190

Higgins Lincoln C Co 23 Dock Sq Rockport-3104

Windows

Ballas J J Co 421 Western Av Gloucester-3085
GROSSMAN'S OF NO SHORE INC
2 Washington Ipswich-1050
(See Advertisement This Page)
Waltham Door & Window Co Inc
Distributor Alvinite Aluminum
Prime Windows
39 Emerson Rd Waltham TW aubrook 4-5690

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EST. 1896

COMPLETE HEADQUARTERS
CURTIS DOORS & WINDOWS

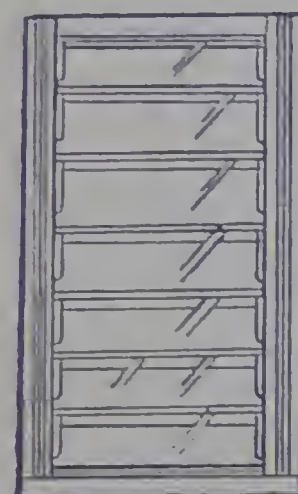
ALL TYPES FOLDING DOORS - OVERHEAD DOORS
2 Washington St
GROSSMAN'S OF NORTH SHORE INC
Ipswich 1050

STORM WINDOWS

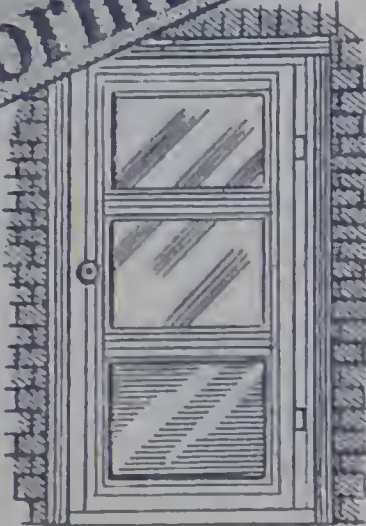
Aluminum Combination
Windows and Doors
Aluminum Siding
Fibre Glass Installation
Jalousies - Windows & Doors
Aluminum Awnings



Jalousies



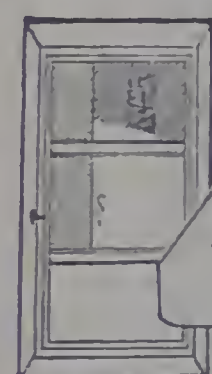
Storm Doors



OLIVER WINDOW CO.

Gloucester 5960

270 MAIN ST., GLOUCESTER



Windows, Doors, Jalousies
Porch Enclosures, Siding, Roofing
rr 62 PERKINS ST.
GLOUCESTER, MASS.

GLOUCESTER-1762

Reynolds Aluminum Sidewall Covering



From Factory
To You
Buy Direct

LIFETIME
ALUMINUM
COMBINATION
STORM WINDOWS
& DOORS

• JALOUSIES • PORCH ENCLOSURES • FIBERGLAS
& ALUMINUM AWNINGS - FHA - UP TO 3 YRS
TO PAY - FREE ESTIMATES - NO OBLIGATION

STERLING MODERNIZING INC.

15
BEACH COURT **GLOUCESTER 3100**

Windows—Storm

BALLAS J J CO

ORANGE By Eagle Picher

ALUMINUM COMB. DOORS & WINDOWS

JALOUSIES - ALUMINUM AWNINGS

321 Western Av. Gloucester-3085

G & E Aluminum Corp
See Adv Under Sidewall Covering
Englewood Rd Magnolia-1295

GROSSMAN'S OF NO SHORE INC
2 Washington Ipswich-1060

HIGH GRADE SHADE & SCREEN CO INC

ALL ALUMINUM
COMBINATION WINDOWS & DOORS
Reverse Telephone Charges Accepted
Near Corner of Broad & Market St.
On Route 1A

391 Broad LY nn 2-5027

NORTH SHORE ALUMINUM PRODUCTS
rr62 Perkins Gloucester-1762

(See Advertisement This Page)
Oliver Window Co 270 Main Gloucester-5960

(See Advertisement This Page)
Sterling Modernizing Inc
15 Beach Ct. Gloucester-3100

(See Advertisement This Page)
STERLING THREE CHANNEL
ALUMINUM COMBINATION STORM

SCREEN WINDOWS & DOORS—
STERLING MODERNIZING INC
15 Beach Ct. Gloucester-3100

Weather Master Also 199 Main . . Gloucester-5903

Wines—Retail

SOMERS JAMES V & CO INC
24 Hancock Gloucester-382

Women's Apparel

ADASKO FASHION SHOP
Coats-Suits-Dresses
158 Main Gloucester-567

Alper's Clothing Store
Men's Women's & Children's
Wearing Apparel
222 Main Gloucester-299

Bell Shops Inc 164 Main Gloucester-2665

Empire Clothing Co 171 Main . . . Gloucester-3212

FILI-GARDNER APPAREL SHOP
10 Main. Rockport-3535

Goldman's Inc 242 Main Gloucester-1331

Harpel's Specialty Shop
Coats Suits Lingerie & Hosiery
14 Pleasant Gloucester-4531

JONAS JULIET J SHOP

THE FASHION CENTER OF MAGNOLIA

MAGNOLIA
PALM BEACH
NEW YORK

3 Lexington Av. Magnolia-1424

Laine's
Hats Blouses Sweaters Skirts
107 Main Gloucester-3742-W
Nevarte Chez Inc Lexington Av. Magnolia-1354

Yellow Pages ads have pull.

Wood Products

Cape Craft
Mfg Of Wooden Kitchen Accessories
Production Work In Wood
Whittemore Gloucester-3221

Woolen Goods—Mfrs

Essex Woolen Mills
Tweeds & Flannels
Western Av Essex-80
Res Warwick Henderson -Essex-198

Yarn

Chelsea Yarn Store 10 1/2 Normal Salem-1373

Yarn—Knitting

Anne's Yarn Shop 75 Main Gloucester-4627

Winnisimmet Yarns
Mail Order Filled
142 Winnisimmet Chelsea 3-2102

Yarn & Tweed Shop
Sweaters-Skirts-Woolen By The
Yard-Unusual Summer Cottons
6 Dock St Rockport-3975



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When you CALL BY NUMBER.*



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Call your Telephone Business Office

Your Best SHOPPING GUIDE

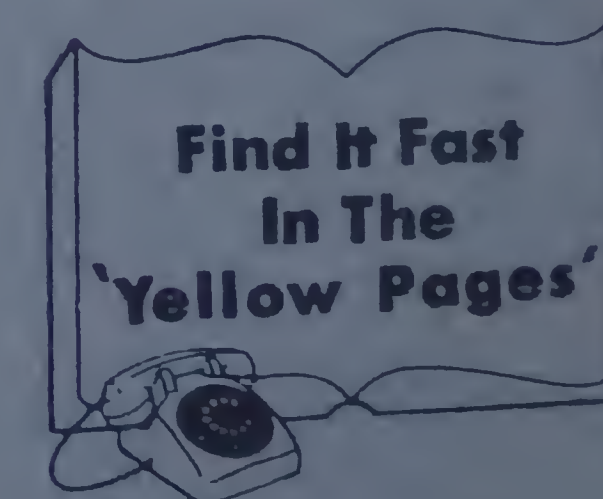
The **"YELLOW PAGES"** list almost any product or service you'll ever need at home or in business.

The **"YELLOW PAGES"** are up to date. A complete list of local business firms and professional people, it is corrected and published regularly with names, addresses and telephone numbers.

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IN THIS DIRECTORY



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YOU "WHERE TO BUY IT"